

LIFE

WORLD'S BIGGEST PROTESTANT MEETING
ITALY, TEST FOR FREEDOM'S STRATEGY



ANNA MARIA ALBERGHETTI:
U.S. SENATE ACTS TO KEEP
TALENTED FAMILY TOGETHER

20 CENTS

AUGUST 30, 1954

Not only a great new pattern — but more...

It's today's **NEW IDEA** in silverware design!

South Seas in Community

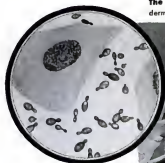


Here is the truly contemporary pattern you've been looking for, hoping for! Different, daringly different, from yesterday's silverware! Each sweeping piece of South Seas is individually designed, newly proportioned, strikingly today in every detail. You'll love the new-idea free-form handles... the handsome new-size functional place knives and forks.

Surprise Introductory Offer if you act now! It's a special money-saving 54-piece South Seas® service for 8, in a deluxe anti-tarnish introductory chest. Don't miss this opportunity! See your jeweler today. Community®... the finest silverplate.

NOW! the tested treatment for INFECTIOUS DANDRUFF that has helped thousands of Men and Women

The stubborn "BOTTLE BACILLUS" (*P. ovale*) which many dermatologists say is a causative agent of infectious dandruff.



Kills millions of
germs including
the stubborn "Bottle Bacillus" (*P. OVALE*)

MANY PEOPLE never realize that they have infectious dandruff until they see those recurring telltale flakes and scales on the hair, coat or dress shoulder. When dandruff is due to germs, it's a real infection so don't neglect it. It calls for quick treatment . . . persistent treatment . . . antiseptic treatment!

So start right now with regular use of Listerine Antiseptic and massage twice-a-day. It's the tested method that has helped so many . . . may help you.

Kills "Bottle Bacillus"

Listerine Antiseptic gives your hair and scalp a thorough antiseptic bath . . . treats the infection as an infection should be treated . . . with real germ-killing action.

Yes, Listerine Antiseptic kills millions of germs associated with dandruff, including the stubborn "Bottle Bacillus" (*P. ovale*), the very germ that so many dermatologists say is a causative agent of the trouble.

Improvement in 76% of Test Cases

As you progress with this simple, pleasant treatment, you'll be delighted to see how quickly those flakes and scales begin to disappear . . . how readily itching is alleviated . . . how much healthier your scalp feels.

Remember, in clinical tests twice-a-day use of Listerine Antiseptic brought complete relief or marked improvement in dandruff symptoms within a month to 76% of dandruff sufferers. Lambert Pharmaceutical Company Division of The Lambert Company, St. Louis 6, Mo.



CHILDREN AREN'T
IMMUNE

At the first symptom



LISTERINE ANTISEPTIC

... QUICK! and REGULARLY

Every week on Television—"THE ADVENTURES OF OZZIE & HARRIET"

SPEAKING OF PICTURES

An Australian cartoonist thinks up new uses for statues

George Molnar, an Australian cartoonist, believes the world would be a happier place if there were more statues. To forestall the possible criticism that the number of statueless parks is limited, Phoenix House of London is publishing this fall a book of Molnar's cartoons titled *Statues* showing the ingenious ways statues might be used.

In Molnar's happy world, statues are used to brighten the hours of lonely people (right) and are put to everyday household uses (below). For political purposes Molnar is happy to supply a reversible statue, with its own permanent pedestal (opposite, top), which can satisfy either side in a revolution no matter who eventually wins. He has even given the expired sculptor a proper grave (opposite, below).



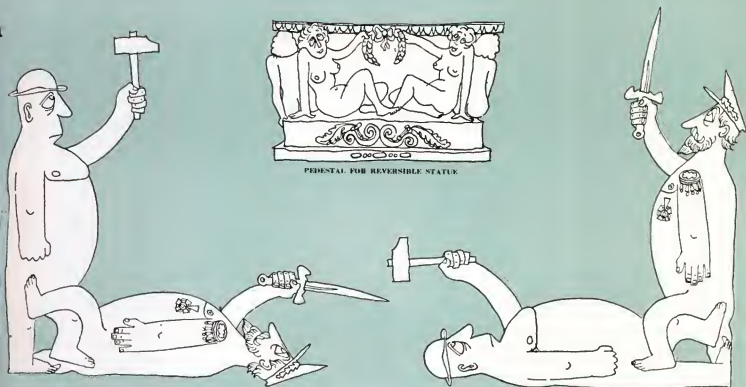
STATUE FOR LONELY WALKS (AVAILABLE FOR HIRE)



STATUE TO COMMEMORATE
DISCOVERER OF ZIP FASTENER

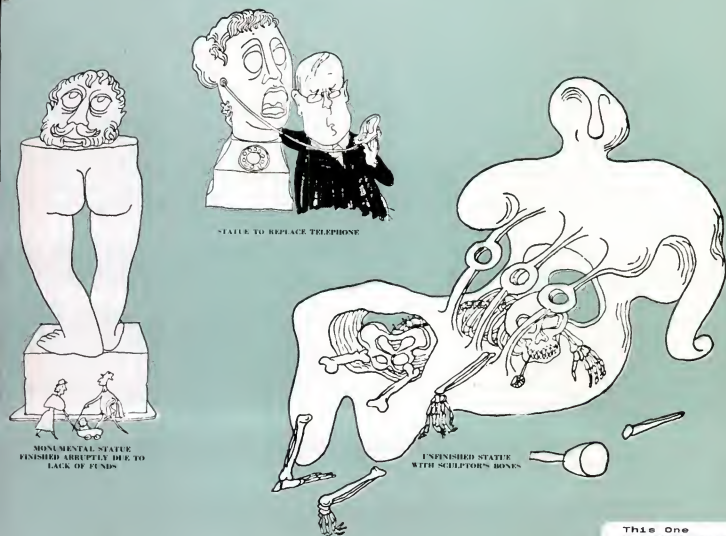


STATUE TO PREVENT
LONELINESS IN BATH



PEDISTAL FOR REVERSIBLE STATUE

STATUE FOR SOUTH AMERICAN CIVIL WAR CAN SHOW EITHER WORKER (LEFT) OR GENERAL (RIGHT) AS VICTOR, SIMPLY BY BEING TIPPED



STATUE TO REPLACE TELEPHONE

MONUMENTAL STATUE
FINISHED ABRUPTLY DUE TO
LACK OF FUNDS

UNFINISHED STATUE
WITH SCULPTOR'S BONES

This One



8PD7-QS4-D2Y4

Costs less to own because it costs more to build!

Packard Presents The Only Car
In The Medium-Price Field Built
In The True Fine-Car Tradition!

Packard
CLIPPER



PACKARD QUALITY AT A POPULAR PRICE



The Clipper PANAMA Hardtop

Clashes by WOODWARD & LOYD

If You're Going to Spend \$2500 for a Car—

● Like most car buyers today, you probably want a better automobile than you now own. The average factory delivered price of all 248 different models of automobiles offered today is over \$2500. When you are putting that kind of money into a car, you owe it to yourself to see if the Packard CLIPPER doesn't offer more of the things that really count than any other popular-priced make.

More Care, Craftsmanship And Quality Are Built Into The Packard CLIPPER Than Any Other Car In Its Price Class!

IF YOU WANT the full measure of satisfaction that goes with driving a truly fine car, be sure to test-drive the Packard CLIPPER!

The same Packard engineering and craftsmanship that literally created the fine car makes the CLIPPER the most outstanding popular-priced car ever produced.

From its smart advanced contour styling down to the smallest detail, the CLIPPER is built to Packard's traditional standards of quality. Every CLIPPER must pass 5,027 rigid inspections. It costs more to build because Packard knows only how to build quality.

Get into a CLIPPER and see how it outcomfords them all . . . with big, wide doors, perfect-posture seats, extra head and leg room and a ride that is unsurpassed.

No other medium-priced car offers so many fine-car features . . . including Packard Ultramatic, acknowl-

edged the finest of all automatic drives . . . perfected power steering . . . power brakes . . . and power seat . . . outstanding optional conveniences developed by Packard engineers exclusively for Packard-built cars!

And remember, the CLIPPER is powered with a high-compression Packard engine—designed and built by the greatest motor-maker of all.

CLIPPER is styled and quality built for you who want extra years of service from the car you buy. Remember—53% of all cars ever built by Packard are still in use!

This year, buy with an open mind. Look at one more car. Compare CLIPPER with any other automobile . . . on any basis. Judge for yourself if Packard CLIPPER isn't the finest-performing quality car anywhere near its price. Why be satisfied with less when you can own a Packard CLIPPER for the price of an ordinary car?

PACKARD BUILDS QUALITY ONLY!

New Philip Morris "Snap-Open" Pack

opens in a jiffy...closes tight to keep flavor in!



...so you get all the hearty flavor and fine
aroma of more rare vintage tobacco!

JOIN the millions who now agree the new, exclusive PHILIP MORRIS "SNAP-OPEN" pack is the fastest, easiest-opening pack in the world. It closes neat and clean to keep tobacco out of pocket or purse... and guards the full flavor of the vintage tobaccos. For PHILIP MORRIS... both King Size and Regular...

contains *more rare vintage tobacco* than other leading cigarettes. According to U. S. Government standards tobacco like this is truly rare. And this vintage tobacco... plus our modern research... pays off in hearty flavor and fine, full aroma for you. Get a carton of PHILIP MORRIS, King Size or Regular, today.

ZIP the tape!



SNAP it's open!



PRESTO it closes!



CALL FOR PHILIP MORRIS

America's Vintage Cigarette... KING SIZE or REGULAR... America's Finest Cigarette



No wonder she will be up on her toes!

ALL MORNINGS SEEM FILLED WITH SUNSHINE—when your first luxurious stretch, your glorious feeling of well-being, say you've had a *grand* night's rest! But a too-soft or too-hard mattress, nervous tensions or allergies could rob you of all this. So why don't you look into the famous AIRFOAM-ENGLANDER slumber mates? They have brought deep sleep, new vitality to millions! Goodyear, Airfoam Dept., Akron 16, Ohio.

These are yours, through the years, with AIRFOAM-ENGLANDER—

FIRM, ALL-OVER SUPPORT—Continuous honeycomb of buoyant AIRFOAM is strongest where your weight is greatest, "floats" you to sleep on an even level.

EVERY CURVE CRADLED—AIRFOAM, with over half a million air cushions in each cubic inch, is naturally buoyant. It fills in back and body-hollows, relaxes nerves, joints and muscles.

A BOON TO ALLERGY SUFFERERS—Unlike other type cushionings, AIRFOAM doesn't cause dust, lint or fluff—or excite the common allergies.

NEVER NEEDS TURNING—AIRFOAM breathes fresh air with your every motion, keeps itself cool, fresh and inviting, plumps itself up in the morning!

LONGER-LASTING—Because AIRFOAM is scientifically molded all in one piece, there are no parts to snap or break down.

THE SLEEP THAT'S 3 LAYERS DEEP—The sleepful advantages of AIRFOAM (1) are enhanced by the yielding upper spring layer (2) that fits your body weight and contour—and the firm lower spring layer (3) of the ENGLANDER RED-LINE FOUNDATION.



| | |
|---|---------|
| AIRFOAM MATTRESS..... | \$69.75 |
| ENGLANDER RED-LINE Foundation..... | \$69.75 |
| (Prices subject to change without notice) | |

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio
Red-Line—T. M. The Englander Company, Inc., Chicago



COUNCIL'S PRESIDENTS are, from left: Bishop Eivind Berggrav, Church of Norway; Archbishop Athenagoras of London, Greek Orthodox; Dr. Marc Boegner,

French Reformed Church; Archbishop of Canterbury, Geoffrey Francis Fisher, Church of England; Bishop G. Bromley Oxnam of Washington, D.C., Methodist.

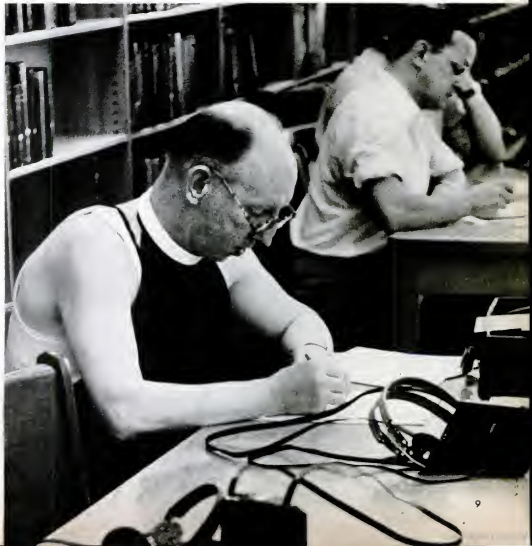
HARD WORK FOR CHRISTIAN UNITY

Last week in Evanston, Ill. five distinguished clergymen from different parts of the world stood together (*above*) dressed in robes that told of widely differing religious traditions. On Evanston streets Ethiopians in turbans walked beside Anglicans in black cassocks, and Scandinavians in medieval ruffs joined thousands of plain-garbed Baptists and other believers in an international religious gathering.

It was a great moment, for never before had there been a meeting of so many Protestants and other denominations like the Greek Orthodox. They had come for the second Assembly of the World Council of Churches which hopes to unite all Christians into one body. It was 900 years ago, in 1054, that the Eastern See at Constantinople and the Western See at Rome broke apart, followed 500 years later by the Protestant Reformation. But now the churches want reunion (of the large groups only the Roman Catholic and Russian Orthodox were absent) and the theologians (*right*), got down to the hard work of the meeting, for, as one delegate put it, "We've got to think through our barriers before we can tear them down."

The longing for unity was apparent when 125,000 persons packed Chicago's Soldier Field (*next page*) for the opening pageant on Aug. 15. Midway in the program, in the vastness of the stadium, a lone, clear, metallic voice rang out. "Who are you to have come?" it asked. "We are Christians," 125,000 voices answered almost as one. "From where have you come?" the voice asked again. "From 48 countries on five continents," the crowd boomed. "Why have you come?" "We have come to worship God."

PERSPIRING THEOLOGIAN Richard Hartford from Ireland tries to keep cool during a discussion.





THE POWER AND THE GLORY of Christendom becomes manifest as, with powerful spotlights playing upon the stadium's Greek colonnades, 125,000 voices

sing out *Faith of Our Fathers* and the World Council delegates, attired in native dress and ecclesiastical garb, stream across the green field, splitting half to the



right and half to the left to enter the stands. Reviewing the majestic procession in the middle of the field are the council presidents and other executives.



"I SAW A NEW HEAVEN," a narrator intones from book of Revelation as he stands with lifted hands atop a 19-foot-high, gold-draped pylon at end of stadium.



INTERNATIONAL FLAVOR is shown by a member of German Evangelical Church (left) and Indians who say their churches were founded by St. Thomas.



A EUROPEAN VIEW was expressed by Dr. Edmund Schlink (*left*), a professor at Heidelberg University, and Dr. Anders Nygren, Bishop of Lund, Sweden.



AN AMERICAN VIEW was represented by Dr. Robert L. Calhoun, a Yale professor, and Dr. Henry P. Van Dusen, president of Union Theological Seminary.

MUST CHRISTIAN HOPE WAIT FOR THE SECOND COMING OF CHRIST?

Not only were the delegates at Evanston miles apart on such unifying questions as baptism, communion and the ordination of ministers but they could not even agree on the meaning of the assembly's main theme, "Christ, the Hope of the World." Most of the trouble was caused by a knotty word "eschatology," which is usually translated as the doctrine of last things, or, more specifically, the Second Coming of Christ on Judgment Day. Some theologians, primarily those from European countries, think Christian hope lies mainly in the Second Coming and that there is not much hope for the betterment of either man or society until then. Their pessimism derives, in part at least, from their long experience with

recurring wars and man-made destruction. But other theologians, primarily American, while admitting that ultimate fulfillment is yet to come, nevertheless think that a lot can be done to improve society here and now.

On the very first day of the Evanston meeting the opposing viewpoints popped out in discourses delivered by American Theologian Robert Calhoun (*above, right*) and German Theologian Edmund Schlink (*above, left*). Calhoun declared that he had found unmistakable signs "of the breaking in of God's kingdom here at home in the advancing conquest of diseases and hunger, the abolition of chattel slavery and the extension of Christian conscience from private to public affairs." But Schlink replied,

"The name of Christ is taken in vain if it is used as a slogan in this world's struggle for its own preservation. The decisive question is not how can we manage to avoid wars and disasters, but rather how do we stand in God's eyes."

On and on the arguments went in 15 discussion groups, in which some Americans took the European view and vice versa. In exasperation one delegate declared, "Sometimes I think we ought all to heed the Bible where it says, 'Be still and know that I am God.'" But as the talk and soul-searching continued there was a growing feeling that a message of Christian fellowship could be drafted to serve as a rallying point for men of goodwill in a world that is "sick with false hopes and hopelessness."



A NOTED GERMAN, Bishop Otto Dibelius, leads the Evangelical Church in West and East Germany.



A BRITISH BISHOP, G. K. Bell (*left*), has presided over council's Central Committee since 1948.



A FAMOUS JAPANESE, Toyohiko Kagawa, warned of Communist gains among Japanese labor.



WITH BOWED HEADS delegates pray at plenary session for success of the assembly. They sang hymn, *In Christ There Is No East or West*, to show that the

church is above present political struggle. Only Iron Curtain countries to permit clergymen to attend, however, were East Germany, Czechoslovakia and Hungary.



LEAVING AIRPORT, Margaret Ellis hurries from airline office across runway carrying an overnight bag containing a dress she will wear at work in store.



WELCOME to their jobs came from Stanley Marcus (back to camera). They are sitting in plush bridal salon where some of them wanted to work as salesgirls.



AT WORK MODELING nightgowns and pajamas, girls are slightly nervous as they await their turn to parade before afternoon shoppers. Despite only brief



guidance from store's models, they showed remarkable poise and were warmly applauded by customers. Said Marcus, "I can scarcely tell them from our regulars."



SALESGIRL SHOPPERS found the 10% store discount irresistible. Clerk Beverly Goff (left) examines crystal while Phyllis Currucci tries on some hats.

FROM SKIES TO STORE

Texas gallantry takes over during pilots' strike

At first the girls were worried. American Airlines was laying off all stewardesses until the three-weeks-old pilots' strike was settled, and here were 163 of them stranded in their home base, Dallas, with no money coming in. In the midst of the sullen gloom came a brilliant surprise from Dallas' well-known \$25 million store, Neiman Marcus. Stanley Marcus, the store's president, has a talent for instinctive showmanship and has also done enough flying to know that stewardesses are pretty and bright. Courteously he threw open the fancy glass doors of his six-story store and offered all the stewardesses work selling or modeling. The new jobs earned them \$7.50 a day, approximately two-thirds their flying salary and enough to send them on jubilant buying sprees. Despite the lucrative interlude, however, they all longed to get back up in the clouds.

TO KEEP TANS which the girls usually acquire during time off between flights, they spend available hours after work floating in their apartment house pool.





ON PIER THE BOYS—JACK KOSLOW (ABOVE), MELVIN MITTMAN (RIGHT), JEROME LIEBERMAN (BELOW, LEFT) AND ROBERT TRACHTENBERG POINT TO VICTIM'S BODY





ROUTE OF VIOLENCE in the "supreme adventure," as Jack Koslow called their last night of crime, is retraced above. It started below Williamsburg Bridge

(left) where they attacked two old men. In McCarren Park (center) they whipped two girls, then returned to the bridge area (right) where they fatally beat a Negro.

QUIET BOYS ...AND HORROR

Their short, savage excursions
leave two dead, many beaten

There had been beatings as brutal and killings as ghastly before, but it was hard to recall so unexplainable a series of crimes by such unlikely villains. The four teen-aged boys standing sullen and hostile (left) in the flat morning light on a Brooklyn pier had during the month fatally beaten two men, attacked many others and flogged two teen-aged girls. Now they were identifying the body of one of their victims whom they had tortured with lighted cigarettes, battered into unconsciousness and let fall into the slimy East River to be drowned. That killing had climaxed a night of savagery which Jack Koslow, the arrogant leader of the quartet, had called "a supreme adventure" and which ended when they were arrested.

The boys were quieter than average, brighter than average sons of low-income, apparently happy Jewish couples living in the crowded, dank, decaying area near Williamsburg Bridge. In the neighborhood's meager parks (above), where homeless men often sleep in the summer night, the boys found their victims, whom they did not know and did not rob.

To explain the vicious beatings, Jack Koslow, who had briefly attended college, said, "I have an abstract hatred of bums and vagrants." His family doctor came forward to reveal that Jack had for four years shown increasing signs of mental disturbance. But since the boys' environment contained few of the conventional causes of violence, the answer to the puzzling case would have to await further study.



SOMBER SILENCE pervades corner which boys—
passed at midnight, taking their victim to the river.

AN AMUSING SUMMER FANTASY

Foreigners, with fresh eyes, often can discover things about America which its own citizens fail to see. It remained, however, for the Russians to demonstrate that even more startling things can be discovered without looking at America at all. It is to Mark Arkadiev, a commentator on the Soviet Home Service program, that we are indebted for pointing out some facets of modern American life hitherto overlooked. We now turn the microphone over to Comrade Arkadiev:

"The United States is a country of constant starvation. No matter what the harvest is, there are always tens of millions of people who can never get enough to eat. . . . Masses of people slowly die of starvation. . . . While children swell of hunger and unemployed collect garbage in dumps, U.S. companies destroy huge amounts of food, pour poison over potatoes, burn grain, pour tanks of milk into rivers and destroy millions of fresh eggs.

"At the same time, American workers cannot even have the free use of sunshine. . . . Rich homeowners. . . make profit from selling sunshine and fresh air. . . . Children of the American poor, who constitute at least three quarters of the population, have only the full freedom to dream of schools and to grow up uneducated and illiterate; education is too expensive. . . .

"Freedom in the American way does not even allow the ordinary American to go for a walk where he likes. . . . An American may not read what he likes. . . . He would lose his job, he

would be taken for questioning and immediately thrown into jail. . . . Harry Bridges, a progressive American social leader, said recently: 'The Voice of America alleges that American workers are free, that they can organize trade unions, declare strikes and so forth. But all this is a lie.' In fact every strike . . . is regarded as a crime. . . . At the entrance to New York harbor the symbolic Statue of Liberty watches the ocean. But the Americans themselves make jokes about it. They say that liberty has turned her back upon them."

Thank you, Comrade Arkadiev, for providing a chuckle or two in the bleak uselessness of our shut-in, bookless lives. Moreover, inadvertently or not, you have mined a grain or two of truth, for we *did* destroy a great many potatoes a few years back, and the truth is that some of our vast stores of surplus foods are in danger of spoiling if not used soon. If we let them waste—if we do let political or other pressures prevent us from using the greatest cold war weapon at our command—the U.S. will deserve your sneers, and the world's censure. If we are stuck with our economy of abundance, let us at least congratulate you on the recent boost in the price of Soviet potatoes, a fruit of your own superior economy of scarcity. We note also with admiration the significant milestone of progress just made by the Soviet, whose state stores introduced, for the first time, a great new innovation—packaged eggs. Incidentally, they are very good fried in butter.

FANTASTIC SUMMER REALITIES

In midsummer 1954, the reality of life in America, by contrast with the Moscow fantasy, is a strange and wonderful thing. It is full of infinite variety, of yeasty ferment and exuberance; it is sometimes bizarre and occasionally more than a little mad, but always peculiarly and inimitably American. It is a land where people are still free—to be themselves even if that includes being ornery or eccentric or downright disagreeable; free to poke fun at each other or at their rulers; free to do silly things for nice reasons.

It was silly, perhaps, for the management of two new "twin" office buildings in Manhattan, having installed automatic elevators, to decide to hire operators anyway. "We find automatic elevators a little cold," explained the firm of Collins, Tuttle & Co. "We warm them up." The operators, picked for their good looks in all departments, get a free beauty treatment once a week, and are trained not to flirt. All are redheads in one building, all brunets in the other. The customers feel better just looking at them.

North Carolina's highway police were having fair success in a campaign against "slow driving" on Route 301, the busiest North-South highway—until they ran afoul of the Goat Man. He is a bearded fellow who drives a wagon, piled precariously high with junk plus three goats riding in a pile of straw while 15 others pull the wagon out front and 15 more push it from behind. Many are billy goats, and smell; so does the old man. But he knows his rights. He turned a deaf ear to all persuasion to hit the sideroads, and tied up traffic endlessly.

As for fun-poking, Ray Jenkins, the homely prosecutor of the Army-McCarthy hearings, was being deluged with mail because Cartoonist Al (L'il Abner) Capp had created a new character, Cragnose, which resembles Jenkins. "Cragnose is uglier than I am," complained Jenkins.

Congress finally passed Senator Henry Dworshak's "trout" bill, which requires restaurants serving foreign (i.e. un-American) trout to put up signs warning the unwary diner. New York's Emanuel Celler accused Idaho's Dworshak of "trying to ride to re-election on the tail of a fish." Ohio's John Vorys worried about reciprocal retaliation against Ohio-made "Swiss" cheese. Virginia's Howard Smith observed that "Virginia ham" came from pigs that never got south of Chicago.

An honest New York cab driver found \$19,000 worth of

jewels and turned them over to police. A Long Island mailman, hot and tired, went for a swim, setting 267 undelivered letters adrift in a shoebox. And Manhattan newspapers gave columns of space to the death of a talking crow named Deacon, which for 13 years had greeted children in the Bronx Zoo with a croaking "hello!" He died of a heart attack while making his usual rounds. "He liked humans," said the zookeeper, "and was especially fond of little girls with blond hair."

Mother Goldstein's Wine was introduced in cans, Gimbel's offered a new doll, the Betsy Wetsy, which blows its nose, and the sudden U.S. appetite for something called "fish sticks" was creating a big new industry. More and more women were smoking pipes (in oil-rich Houston, jeweled ladies' pipes, at \$7.50, outsold plain ones two to one). Joe DiMaggio told what it was like to live with Marilyn Monroe: "She broils a hell of a steak. We are both meat people. . . . She works like a dog. When she's working, she's up at five or six in the morning and doesn't get through till around seven. Then we watch a little TV and go to sleep."

Americans, who have gone through endless phases of confusing and conflicting directions on child care, were relieved to get some simple ones from their experts attending a congress in Toronto. "The time has come to leave mother and child alone," said Columbia's Dr. Hilde Bruch. She was confirmed by the old master, Pittsburgh's Dr. Benjamin Spock himself. "The best parents," said he, "show love or disapproval spontaneously, unthinkingly, immediately." What it added up to was that the best thing is doing what comes naturally. If you feel like whacking the brat, whack him, right then and there, but when you feel like hugging him, hug him hard; don't leave him in any doubt about your feelings. However, America's psychologists themselves were criticized, by England's Norah Gibbs, for using jawbreaker words. Citing a researcher's "Mary was relatively retarded on digital manipulation in vacuo," by which she meant that Mary could not waggle her thumb, Miss Gibbs suggested: "Sesquipedalian words may be a psychologist's slang, used so that no outsider shall be any the wiser."

Sesquipedalian or not, and despite the dangers of un-American fish and all too American goats, ornery, silly, eccentric, sentimental America was a grand place to be, in August 1954—and any other time, for that matter.



*Wholesome as a country kitchen . . . thick through and through with good beef,
good vegetables, good eating . . . the kind of soup that satisfies a hearty hunger.*

Simply wonderful—wonderfully simple . . . any time—

Campbell's Beef Soup



Let's all
have
some!



It is the essence of hospitality
to let your guests see
what you are serving.

You need never hesitate when it is

Old Grand-Dad

"HEAD OF THE BOURBON FAMILY"



KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD DISTILLERY COMPANY, FRANKFORT, KENTUCKY



A MAN LIVES TO SEE ANOTHER EVENING SUN GO DOWN

Along New York's East River, as the sun sets, skyscrapers point like blackened fingers and bridges stretch in spidery silhouettes against the evening sky. For promenaders watching the silvery, swirling waters, this is the city's most peaceful hour. But to Bernard Levenson one day last week the waters beneath the Manhattan Bridge sang of something else. Estranged from his wife, afraid he might never see his children, he saw escape from his depression. Deliberately he made his way up the cable toward a tower. Police and newspaper photographers raced to the bridge.

As police climbed the cable Levenson ducked through a barrier and stood (right) facing them defiantly, providing New York *Daily Mirror* Photographer John Hearst Jr. (a grandson of William Randolph Hearst) with a portrait in silhouette of a man who wanted to die. Then another *Mirror* photographer, Bob Wendlinger, climbed up to talk to Levenson, described a prizewinning picture he had taken two years ago (*Life*, March 10, 1952) of a suicide on another bridge releasing his hold on life. "I'd rather not get 'em that way," said Wendlinger. Convinced, Levenson came slowly down.



KIDS CLIMB TREES TO HEAR GOVERNOR ALLAN SHIVERS ADDRESS A CROWD OF 5,000 FROM THE LIGHTED BANDSTAND IN LIONS PARK, PORT ARTHUR, WHICH

HIGH LEVEL SUPPORT FOR SHIVERS



EX-GOVERNOR Dan Moody, now a prominent Austin attorney, praises the good record of Shivers' administration.



EX-CABINET MEMBER, financier and publisher, Jesse Jones supports Shivers because of his conservatism.



PAPER OWNER Houston Harte runs largest newspaper chain in Texas, credits Shivers for balanced state budget.



HOUSTON PUBLISHER William Hobbs, Cabinet Member Overta Hobbs by a husband, likes Shivers' courage.



IS THE GOVERNOR'S HOME TOWN



THOUGHTFUL VOTERS LISTEN TO YARBOROUGH IN BONHAM, THE HOME TOWN OF YARBOROUGH SUPPORTER SAM RAYBURN

TEXAS CHOOSES UP FOR A RUNOFF

Ralph Yarborough's hard-hitting campaign gives Governor Shivers the shakes



OPPONENT YARBOROUGH

Through the hot summer days and nights the air of Texas last week rang with a characteristically bitter outpouring of political passion. Governor Allan Shivers was grimly fighting for a third term, unprecedented in Texas. His opponent was Ralph Yarborough, whom he had trounced in the 1952 gubernatorial primary, the year Shivers led a large group of Texas Democrats into the Eisenhower camp. Last month pro-Ike Democrat Shivers once again led Loyalist Democrat Yarborough at the primary polls, but not by a clear majority. A runoff primary was scheduled for Aug. 28. Now, hacked by impressive rosters of Texas' foremost citizens (*below*) and heard by crowds of politically awakened Texans (*above*), both candidates struggled for victory. Running scared,

Shivers called Yarborough a tool of labor. Yarborough called Shivers a "Republican" and accused him of having used political influence to make a \$425,000 profit in a 1946 real estate deal, of giving state contracts to his wife's printing firm and of allowing inept administration to cause the collapse of 17 Texas insurance companies in as many months. As the date of the runoff approached, more and more sweat and money was poured into the desperate race. The outcome would be a clue as to whether Eisenhower support still runs strong in the South, with both factions of the Democratic party eying a goal they consider more important than the Austin statehouse: control of the Texas delegation at the 1956 national convention.



INCUMBENT SHIVERS

SOME BIG SHOTS BEHIND YARBOROUGH



EX-VICE PRESIDENT John Garner frowns on a third term for Shivers as he did of one for Roosevelt.



POLITICAL BARON George Parr is for Yarborough since Shivers is trying to break Parr's power in south Texas.



COTTON POWER William Clayton contributed \$1,000 to Yarborough campaign and says Shivers deserted party.



OIL MAGNATE Jubal Parten, who served in Roosevelt, Truman administrations, is old friend of Yarborough's.

for QUICK RELIEF of HEADACHE NEURALGIA

Stanback's prescription formula contains several fast acting ingredients, scientifically compounded into easy to take tablets and powders—Dissolves quickly—Goes to work fast to relieve pains of simple headache—neuralgia—discomforts of over-indulgence in food or drink. No unpleasant after symptoms.

Soap
Back

STANBACK



Manufactured by
Hawthorne

D. GRABOW PIPES



Sink stoins go
With New Old Dutch—
No other cleanser
Does so much!

When New Old Dutch Cleanser
turns gold . . . it disinfects
and deadenizes, too!

HOT FINS

"A few weeks of electrical hot fins,
and even a not very bright trout
learns to stay out of the way."

Or so say the Michigan scientists
now breeding a slim view of man
into 5,000 hatchery trout. Unlike
their unwary, surfaced cousins,
who practically pant to be caught,
these are the first man-raised trout
to grow wise in the ways of the
world. They'll make a far more sport-
ing catch—for which their intrepid
trainers can hardly be naive enough
to expect a fisherman's thanks.

Angling (for game fish or tame fish)
is only one of the hundreds of sports
you, too, can thoroughly enjoy in
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Charter rate expires Sept. 1, 1954.



IN PICTURE TAKEN LAST SUMMER DE GASPERI WALKS THROUGH THE MOUNTAIN FIELDS NEAR HIS VILLA ROMANA

DEATH IN HIS BELOVED MOUNTAINS

In retirement, Italy's De Gasperi succumbs to worry and a heart attack

From boyhood Alcide De Gasperi loved the mountains where he was raised. During eight years in which he led Italy out of its wartime ruin and aligned it with the West, he turned frequently to his villa near Trento for a peaceful holiday. Last month, 73 and ill with heart trouble, De Gasperi retired to the Villa Romana for a long rest in the hills he loved. But as he strolled in the warm Italian sunlight, he brooded about the crisis that had overtaken the proposed European Defense Community, which to him was almost an obsession. One morning last week he

looked from his window toward the crucifix beside which he walked daily and said, "That's funny. I can't see the crucifix this morning." He telephoned Premier Seelha to urge him to achieve EDC. "After 20 years we will be obliged to talk about it again, and God knows what will happen in the meantime." That night he had another heart attack—his last. The whole Western world mourned, and even Italian Communist Boss Palmira Togliatti sent a telegram. This was ironic since the Communists (see p. 92) had done their best to worry De Gasperi to death.

SURROUNDED WITH PLANTS BROUGHT TO HIS HOME BY MOUNTAIN NEIGHBORS, DE GASPERI LIES ON DEATHBED



Black-and-white snapshots

Color snapshots

Flash snapshots

you get all 3 with these Kodak cameras

grand to give or get... for birthdays... weddings
... anniversaries... for all the good times ahead



Kodak Duaflex III Camera, Kodak Lens, \$14.95

You line up your picture in that big hooded viewfinder at the top—there's your subject big and clear, just as it looks in a finished snapshot. As easy to use as a Brownie camera. Safety shutter prevents double exposures, so you don't take one picture on top of another. With Kodak f/8 Lens, \$22.50. Flashholder, \$4.

Prices include Federal Tax where applicable and are subject to change without notice

Many Kodak dealers offer convenient terms

Kodak Film is planned to make picture-taking simple, easy, sure, at the click of a button. For black-and-white snapshots, look for Kodak Film in the new, thrifty Duo-Pak. Two rolls of film—one for your camera, one for a spare—in the popular 620, 126, and 127 sizes. Also available in single rolls. For full-color snaps, use Kodacolor Film—comes in all 6 popular sizes.

Eastman Kodak Company, Rochester 4, N.Y.



Kodak Pony 135 Camera, Model B, \$34.75

Here's a miniature camera with new, easy, no-thread loading. Its sharp lens gives you crystal-clear black-and-white prints—and (with Kodachrome Film) those wonderful little color slides, so crisp and brilliant you can hardly believe your eyes. You can project them and also have color prints made from them. Flashholder, \$7.95.



Brownie Hawkeye Camera, \$6.95

More than three million people have bought it... just in the last two years. Reason? Because, while it's just as simple and sure as you expect a Brownie to be, it gives you daylight snaps and flash shots... in black-and-white or full color. It's the slickest Brownie camera ever, Flashholder, \$4.



Candidates for the MCGREGOR



Nylon Seagull Reversible Jacket

Wear Seagull on either side! It's reversible! Rich DuPont Nylon Princeton-Knit Fleece on one side, smooth Nylon woven by Travis on the other. Warm. Machine washable. \$25.00. Under it is the Warm As Toast plaid shirt in the new miracle Orlon with Viscose and Chromspan. Machine washable. Doesn't need ironing. \$8.95. DuPont-Wool Da Vinci Slack is a crease-resistant sheeo gabardine. \$19.95

Imagine the rich, colorful splash sport coat patterns now for the first time in corduroy. That's the McGregor Splash Cord coat! \$22.95. Height of fashion is the bold new Checkerboard Cord vest. \$8.95. Now for the muted touch, the newest featherweight Grosgrain Corduroy shirt. Washable. \$8.95. Italian-inspired Cord-tux slacks in leather-trimmed corduroy with a velvety touch. In the slimmer cut model. \$11.95



Splash Cord Sport Coat

College men from Princeton to Palo Alto have set up their own "Sportswear Hall of Fame." And the name you find there is... McGregor. Each year, McGregor brings together an all-star aggregation of campus winners. Many have become all-time style greats.

Shown on these pages are the newest McGregor Candidates for the Buck-to-Campus Hall of Fame. The smartest men's stores and department stores are ready to show them to you—now!

The McGregor Hall of Fame Award

—will be awarded to outstanding football players in communities throughout the country this fall. Ask the store that sells McGregor Sportswear in your town for details.



Milingzip Outercoat

The Lambert Memorial Trophy

Presented by the Lambert Brothers annually to one of America's great college football teams "in the interest of sportsmanship and scholastic attainment."

A valiant, heavy-weight winterhugger—new McGregor Milingzip Outercoat! Nylon reinforced rayon gabardine—winter-proofed with Milium® plus U. S. Navy specified Jet-Gel-Lite air cell insulation. \$26.95. McGregor Crestella machine-washable Flannel shirt has the new soft color look. \$7.95. Knaptholm all wool jacquard ski sweater in authentic patterns. \$10.95. All-wool gabardine Crestsheen slacks. \$17.95

BACK-TO-CAMPUS *Hall-of-Fame!*



Tri-Threat
Jacket

McGregor Patented Tri-Threat Jacket—wear it three ways. The wool and cashmere lining is a cardigan jacket when zipped out; the outercoat is nylon-toughened rayon gabardine. \$28.95. The shirt is the sensational patented "TIClub in authentic Scottish Clan patterns. Washable. \$7.95. Drizzler Mate Slack, with Dacron added. \$9.95. (Just patented—No. 2,677,826—on May 11, 1954.)



Drizzle Suede
Leather Jacket

The luxury of leather in never-before colors. Drizzler Suede Blouse is spot-and-water resistant. Knit cuffs, collar and bottom for snug comfort. \$25.00. Balmoral lamb's wool pullover sweaters in the brilliant new Scotch sunset colors. \$10.00. High Mount washable wool-sport blend sport shirt in bold colors. \$7.95. Cortina Tweed leather-trimmed sport slack. \$17.95.

McGregor sport coats are impeccably tailored. Featured is the Lund Tweed in deep carbon shades of grey or brown. \$35.00. Drummond pattern sport shirt is a blend of cotton, Vicara, rayon. \$7.95. Drizzle Suede Vest of genuine leather comes in high colors. \$15.95. Wool and Dacron Drama Flannel slack holds its crease. \$17.95.



Lund Tweed Sport Coat



Kismet Blouse Jacket

Tweedchester Outercoat



Coach Of The Year Award

Presented annually since 1935 by the Scripps-Howard Newspapers to the year's outstanding college football coach, selected in a nationwide poll of the American Football Coaches Association.

Tweedchester Outercoat in dark carbon tones with light white flashes. 100% virgin wool tweed. Hearstide warm thanks to quilted Jet-Cell-Lite lining. \$39.95. Washable Caralock Pullover in Vicara-nylon, knit the luxurious interlock way. \$10.00. Firefly designer's sport shirt with brilliant stripes. \$7.95. Fine wool Frosted Flannel slack. \$16.95.

Kismet Wool and Cashmere Blouse Jacket is new shorter button-front model. Very fashionable. Very trim. \$27.95. Washable, lightweight William Tell shirts are cozy and practical. Kendrick pattern shown. \$11.95. Soft-blue Cashmere sweater, blend of fine wool and 25% imported Cashmere. \$11.95. Cambridge wool flannel slack in regular and slimmed models. \$17.95.

McGREGOR

Sportswear made in U.S.A.

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McGregor Sportswear, David O. Donner Co., Inc., 303 9th Ave., N.Y. 16, N.Y. *Trade Mark

Hollywood's favorite
Lustre-Creme
Shampoo...



Cream or Lotion

"Yes, I use Lustre-Creme Shampoo," says Virginia Mayo. It's the favorite beauty shampoo of 4 out of 5 top Hollywood movie stars!

It never dries your hair! Lustre-Creme Shampoo is blessed with lanolin . . . foams into instant, rich lather, even in hardest water . . . leaves hair wonderfully easy to manage.

It beautifies! For star-bright, satin-soft, fragrantly clean hair—without special after-rinse—choose the shampoo of America's most glamorous women. Use the favorite of Hollywood movie stars—Lustre-Creme Shampoo.

Never Dries— it Beautifies!

Virginia Mayo
co-starring in "KING RICHARD
AND THE CRUSADERS"

A Warner Bros. Production in
CinemaScope and WarnerColor.





IN MONSOON prayerful Goans trek to the Bom Jesus Church, burial place of St. Francis Xavier, to ask for his protection. St. Francis roamed over the Orient as a Jesuit missionary and died in 1552.

IN HELMETS soldiers sent from Portuguese Mozambique attend a Mass on day before the invasion. In the right hand of St. Francis statue (background) soldiers have put a small Portuguese flag.

SAINT IS ASKED FOR HELP

And prayerful Portuguese colony sees an Indian invasion fizzle

On the west coast of India in the tiny (pop. 600,000) Portuguese colony of Goa, umbrellaed civilians and helmeted soldiers appealed to their heavenly patron, St. Francis Xavier, for help. Imperiling Goa, one of three Indian colonies Portugal won in the early 16th Century, was a loudly publicized invasion by Indian nationalists, called satyagrahis. The satyagrahis, whose "nonviolent" demonstrations have Prime Minister Nehru's blessing, had already overwhelmed one of the other Portuguese colonies (with one dead and five injured) and browbeaten the French into agreeing to

surrender five colonies on the east coast. But as the satyagrahis vowed to march into Goa on Aug. 15, the Portuguese vowed to fight.

Goa was saved temporarily by either firmness or faith, perhaps both. On Delav the invasion army dwindled to a ridiculous little band, mostly teen-agers and some unemployed. When they reached the frontier (next page), Portuguese troops let them in and arrested them. The Indians then turned from nonviolent invasion to nonviolent diplomacy, promising full protection to St. Francis Xavier's shrine if the Portuguese would get out of Goa.



CONTINUED ON NEXT PAGE



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offered you this much
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At home or away Always Carry

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America's No. 1 "on-the-spot" relief for
ACID INDIGESTION • HEARTBURN
10¢ A HANDY ROLL

New! Chris-Craft Outboard Cruisers



16-ft. Express Cruiser

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Enjoy the fun, sailing performance, and soft, dry ride of a sleek new Chris-Craft Outboard Cruiser! Equipped, ready to run—just drop in an outboard motor! Both boats will sleep two. 20-ft. Gay Feroe, \$1249; 16-ft. Express Cruiser, \$740. Prices subject to change. See your Chris-Craft Dealer or write us, today!

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WORLD'S LARGEST BUILDERS OF MOTOR BOATS

IN THE GARAGE

Keep an extra can in the garage for oiling car doors, generator, distributor, etc. Highly penetrating 3-in-one makes things run better—last longer.



"3-IN-ONE" OIL

Goa Invasion CONTINUED



CROSSING FRONTIER, marked by a sign, a low wall and a chain, 19 satyagrahi volunteers enter Goa waving

TERRITORIO
UNIÃO INDIANA

KARWAR 9 MILES

Indian flag and singing "Victory to Mahatma Gandhi." Portuguese troops were waiting five miles back of border.



GUIDED BY GOANS, the invaders (background) follow two customs inspectors, who make no move to stop them.



DISPATCHED BY BUS, supposedly to "see the Portuguese governor," invaders are quickly carted off to jail.

EFFECT IN PORTUGAL IS SHOWN BY 2,500 CATHOLICS WHO ATTEND MASS AT FATIMA SHRINE TO PRAY FOR COLONY



NO WONDER HE'S

COOL, DRY AND MORE COMFORTABLE



Non-allergenic
creamy smooth
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Ventilated for
coolness —
and completely
waterproof

No seams or
stitches
— cannot bind
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Gives with
every motion
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PLAYTEX® HAPPY PANTS

Made of non-allergenic latex... the COOLEST,
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Never hard,
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hundreds of times!

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Four times its size. Gives all-around comfort, yet wears and wears.



Will not cut
or bind. Prove
it with your
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LIFE ON THE NEWSFRONTS OF THE WORLD

Conference on EDC fails, Attlee gets rosy view of Red China and a gangster dies according to script



ADENAUER AND MENDES DINE IN BRUSSELS

Crisis for European army

In Brussels three years of work for an armed and united Western Europe was in peril as French Premier Pierre Mendès-France moved to water down the European Defense Community. His "protocols" would ditch the European army for the present, postpone supranational effectiveness for eight years and deny Germany (whose Chancellor Konrad Adenauer has staked his political life on EDC) the right to appoint or promote officers within the German national army. These reservations proved impossible and last Sunday the EDC signatories issued a communiqué admitting failure.

In Peking the Communist newspapers hailed the visit of a British Labor party delegation headed by former Prime Minister Clement Attlee. The Labor party leaders visited the Chamber of Abstinence, the Temple of Heaven and even a model jail where the prisoners worked with great rapidity "as is," a guide explained, "normal with the Chinese."

The end of Cherry Nose

In gangland's wars during the 1930s Charles ("Cherry Nose") Glue survived when others died. In 1943 he was sentenced to 10 years for his part in an attempt to shake down the movie industry by strike threats and manipulating union funds. His release on parole in 1947 caused a major scandal. Last March police picked up Cherry Nose to see if he knew anything about the violent death of Needle Nose Labriola; nothing came of this. But last week police found him shot to death in his car. Just a few days later Cherry Nose's friend, Frank "The Immune" Maritote, Al Capone's brother-in-law, was also shot to death.



THE LATE GLUE

In a general reorganization of the U.N. Secretariat, Secretary General Dag Hammarskjöld announced the appointment of two top assistants: Dr. Ralph Bunche of the U.S. and Ilya Teheryachyev of the Soviet Union. Both men will be undersecretaries without permanent assignments, free to act as Hammarskjöld's trouble shooters.

The President's batting average

The first Eisenhower Congress adjourned, and the political experts' estimates of the Administration's batting average ranged from .828 to .844, which the President's friends claimed were good figures in any league. Under Ike's guidance the Congress had cut taxes, modified farm subsidies, expanded the Social Security program. Argument about the results would go on through this fall's campaign. Ike had suffered at least temporary defeats on health and labor, but he felt he could go to the country by radio and TV last Monday and ask reelection of a Republican Congress.



NEW STAR SHINES ON THE SUMMER STAGE

Gloria Vanderbilt, the regal heiress to a railroad fortune and center of a custody battle involving her mother and aunt when she was 10, was in the news again. Now the wife of Conductor Leopold Stokowski, she scored a hit in her first professional appearance on the stage. At the Pocomo Playhouse in Mountaintop, Pa., she played the fairy-tale princess of Ferenc Molnár's *The Swan*, who gave up love for a throne. Her cold, proud performance won an ovation from her audience. Now she is looking toward Broadway.

A new Hoover in Washington

Less than 24 hours after President Eisenhower named him, the Senate confirmed Herbert Hoover Jr., 51, as Undersecretary of State to replace General Walter Bedell Smith, whose resignation becomes effective in the autumn. Like his father an engineer by profession,

Hoover has not been active in party politics but for the past year he has served as a special adviser to Secretary of State John Foster Dulles. At first he was reported reluctant to take the new post, second only to the Secretary. He agreed to accept only after urging from Republican party leaders.



HERBERT JOHNSON

President Eisenhower signed a bill last week granting Stajka Petrovic, a nonpolitical specialist in the musaka sa plavim patlidžanom (eggplant and lamb casserole) and slivovica (prune brandy) cuisine of the Yugoslavs, political asylum in the U.S. She was brought here nearly five years ago by a Yugoslav diplomat as his cook. Then one day she got away, fled to a Serbian cathedral and asked the right to cook in freedom.

Disagreement at a state fair

At the Illinois State Fair 7,000 people heard Adlai E. Stevenson taunt that Ike put party expediency first in backing Joseph T. Meek, a senatorial candidate who has supported Senator McCarthy. But the President, who drew 20,000 at the same fair, swung back at Democratic depression-mongering Senator Paul H. Douglas. Citing the country's prosperity, he said the prophets of gloom and doom reminded him of President Lincoln's story about the farmer who built a fence so crooked that every time a pig went through it, it found itself on the same side.

At England's Blackbushe Airport, 32 passengers and five crew members came popping hastily out of a burning airplane and sprinted safely away. The cause of all the trouble was a hunky engine which had broken away from the plane, skidded to rest and, covered with fire-extinguisher foam, looked like a piece of modern sculpture by Henry Moore.



A TWISTED MONUMENT TO MAN IN FLIGHT

THE BEST DRESSED WOMAN IN THE WORLD

TODAY... FROM BIG CITY TO SMALL TOWN... FASHION LEADERSHIP IS

ALL AROUND US IN THIS BEST-DRESSED COUNTRY OF OURS



Fashion beauty is *everywhere*... at the Women's Club in Waterloo, Iowa... at the Cotton Bowl in Dallas for Saturday's football game... a church supper in Boston... in Grand Central Station, New York... and most of all, of course, in your favorite store.

You can go in and take your pick of so much in fashion beauty. You get what you want to make you "best-dressed"... and pay what you want for it. Thanks to the leadership of American Fashion Industry... your fashion dollar buys *more* today than ever before.

And there are wonderful new fabrics doing so much for your new fashions. Beautiful Leadership Fabrics by Milliken...

- Washing wonderfully
- Holding pleats
- Resisting wrinkles
- Feeling softer and warmer
- Holding shape
- Staying new-looking longer

To enjoy the new Milliken Leadership Fabrics... turn to the next four pages of new Fall fashions created by some of America's leading makers. Most of the fashions are available to you at leading fashion stores, many of which are listed on a following page. The fashions are made of these fabrics...

LORETTE • MAZET

VISA • VICINETTE

LEADERSHIP
FABRICS BY

Milliken



Madison Sportswear Skirt of LORETTE... Sizes 10-16; 9-15, about \$18. Dariene Sweaters of MAZET. About \$10 each.



Evan-Picone Skirt of VISA... Sizes 10-18. About \$20. Premier Sweater of MAZET. About \$10.



Alex Colman Separates... Skirt of LORETTE, about \$17; Sweater blouse of MAZET, about \$8. Sizes 8-18.

*DuPont's acrylic fiber
**DuPont's polyester fiber
***Protein fiber by Virginia Carolina

AMERICAN LEADERSHIP FASHIONS IN MILLIKEN

GIVE YOU MORE IN...BEAUTY...COMFORT...

Nathan & Strong Dress of LORETTE... Sizes 8-20. About \$50.



Lipman Brothers 2-piece Dress of VISA... Sizes 10-20. About \$40.



Sandra of California Shortie Coat of VICINETTE with Milium® insulated lining for all-weather comfort. Sizes 7-15. About \$35.



Sportswear Skirt of LORETTE, sizes 10-20. About \$11. Old Colony Slipover, about \$6; Cardigan, \$8. In MAZET, sizes 34-40.



Jonathan Logan Dress of LORETTE . . . Sizes 5-15. About \$23.



Junior Sophisticates Dress of VISA . . . Sizes 7-15. About \$30.

LEADERSHIP FABRICS

ACTION...WEAR...EASE OF CARE...AND SAVINGS.



Nathalie Nicoli Suit of VISA, with skirt shown, about \$89. Plus extra pleated skirt. About \$99. Sizes 10-20.



LORETTE

55% Orlon*—45% wool

For sportswear, dresses, suits, robes, and also for children's wear

- Washes by hand or by machine
- Keeps trim pleats and shape
- Seldom needs any pressing
- Stays fresh longer with less care

MAZET

100% Orlon* yarn

For all kinds of sweaters



- Softer and lovelier to touch
- Warmer and cozier to feel
- Washes easily, needs no blocking
- Holds its shape, no sag or stretch

Visa

55% Dacron**—45% worsted

For sportswear, dresses, suits

- Luxurious worsted texture
- Keeps pleats, shape—even in rain
- Retards wrinkles, less care needed
- Non-oily spots sponge off easily
- Stays well-groomed through wear

VICINETTE

62½% wool—23% Vicara**—12½% nylon

For coats and sportswear

- Extra-soft, luxurious texture
- Fine, long-wearing quality
- Beautiful new-fashion colors
- Warm but comfortably lightweight

Just four of the many fashion leadership fabrics by Milliken. Many of the fashions shown on these pages are made in a wide selection of colors and patterns.



Shire-Tex Slacks by Davenshire . . . of LORETTE. Sizes 10-20. About \$11. Rosanna Cardigan of MAZET. 34-40. About \$8.

TURN THE PAGE
TO SEE MORE
FASHIONS IN
MILLIKEN FABRICS

© Deering, Milliken & Co., Inc.

BUY THESE LEADING FASHIONS IN MILLIKEN



Manchester Modes Suit of LORETTE . . .
Sizes 8-16. About \$15



Jocardi Coat of VICINETTE . . . with Milium®
insulated lining for all-weather comfort.
Sizes 8-18. About \$55.

Century Sportswear Skirt of LORETTE,
Sizes 8-18, about \$13. Select Sportswear
Slip-on, about \$6; Cardigan, 88. Both
of MAZET. Sizes 34-40.



Justin McCarty Dress of LORETTE
. . . Sizes 8-18. About \$30.



Kane Weill Coat-Dress of
VISA . . . Sizes 10-20.
About \$50.



Shipman & Baker Suit of VISA . . .
Sizes 8-16. About \$90.



Young Viewpoint Jacket Dress of
LORETTE . . . Sizes 12½-22½. About \$50.

Some prices slightly higher in the West

Milliken fabrics are also available by the yard in most fine stores where piece goods are sold.

Deering, Milliken & Co., Inc.
1407 Broadway, New York, New York

Look for the Milliken Hang Tags
at leading fashion stores
... everywhere

see

why Squibb Angle Toothbrushes clean so thoroughly



To help clean hard-to-get-at places all Squibb Toothbrushes are bent like your dentist's mirror... an exclusive Squibb feature.



Look for this
SQUIBB
package at your drugstore

A GOOD POINT TO REMEMBER!

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THUMB TACK



GUARANTEED! PIN CAN'T PASS THROUGH THE HEAD

FOR RELIEF IN
HEADACHE PAIN

YOU'LL SAY

Alka Seltzer

IS
WONDERFUL

AT ALL
DRUG STORES

MILES LABORATORIES, INC., Elkhart, Ind.



Toilet
noise?

End all annoyance of drip, gurgle, whistle and waste... take just 2 minutes to install modern-design tank ball. Hardware and plumbing stores everywhere. Guaranteed 10 years. **tear out this ad**



POSITIVE
ACTION
CAN'T
MISS

FLUSH-O-MATIC
MADE BY KIRKILL



KICKING UP HER UNSHOD HOOFES, 5-YEAR-OLD PEACHES GALLOPS DOWN FARM ROAD WITH KAREN IN THE SADDLE

HORNED STEED

Jersey lives like a filly in Ohio

When Karen Kain, 15, lost hope of getting a saddle horse in 1950, she saddled up Peaches, a Jersey cow, and took a trial spin on her family's farm in Troy, Ohio. Peaches put up no beef. With a bit in her bovine mouth she learned to trot, canter and gallop with equestrian ease and after horsing around for four years has even stopped giving milk.



Out at home! With so many hard-hitting Little Leaguers like this in the clean-up position, it's no wonder more families ran out of Kellogg's Corn Flakes this morning than any other cereal. But don't blame the boys. Same thing happens every day in every season, because Kellogg's Corn Flakes just naturally taste best to more people. Always have. Still do. That's why so many folks pick up a spare package of Kellogg's Corn Flakes any time they buy any cereal of any kind. Good idea, isn't it!

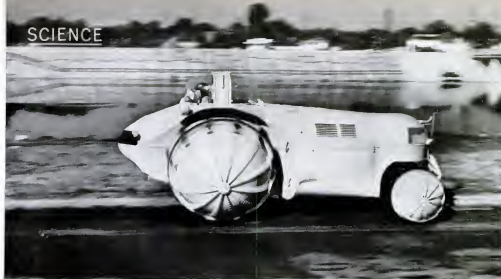
FRESH FROM

Kellogg's

OF BATTLE CREEK



HELD ON HILLSIDE BY ITS FAT WHEELS, THE "RHINO" LUMBERS EASILY ALONG STEEP SLOPE. ON HILLS TWICE THIS STEEP IT MAY SLIDE BUT IT NEVER TIPS



ON LAND, THE RHINO IN HIGH GEAR BARRELS ALONG AN INDIANA ROADWAY AT 45 MPH ON ITS RUBBER TREADS

THE FAR-ROVING RHINO

Hollow hemispheroidal wheels carry new craft across land, sea or mud

In the otherwise placid purlieus of Indianapolis, Ind. early this month the weird and wonderful object on the opposite page thrummed eagerly along a highway at 45 mph, chugged effortlessly up a 65% grade, was tilted almost vertically without tipping over, then ended an eventful outing by churning through deep sand, mud and into the White River, where it cruised leisurely upstream at 4.3 knots.

Though shaped more like an old cigar, the vehicle

is called the "Rhino" for its massive bulk and its penchant for mud. The secret of its performance lies in its huge, hollow, hemispheroidal, slanting wheels which give it great traction and a low center of gravity. Still in its experimental stages, the machine, which is the brainchild of an inventor named Elie Aghnides, will need considerable modification—more power, more cargo capacity and less weight—before it can be ready for the commercial market.

A FLOAT, THE RHINO CHURNS ALONG THE WHITE RIVER, BUOYED UP BY ITS UNIQUE HOLLOW ALUMINUM WHEELS



NATURE
IN HER OWN SURE WAY
put the
flavor in
P.A.



PRINCE ALBERT
America's largest-selling smoking tobacco

REEVES

"first in functional fabrics"



Pert and pretty buck-to-wheel jacket and skirt by Glen of Michigan... in wonderful, washable, crease-resistant Chromopon acetate-rayon fabric by Reeves. Note clever "pock-verdief" on sleeve. 36x about \$10. 7-14 about \$11. At Bon-will Teller.

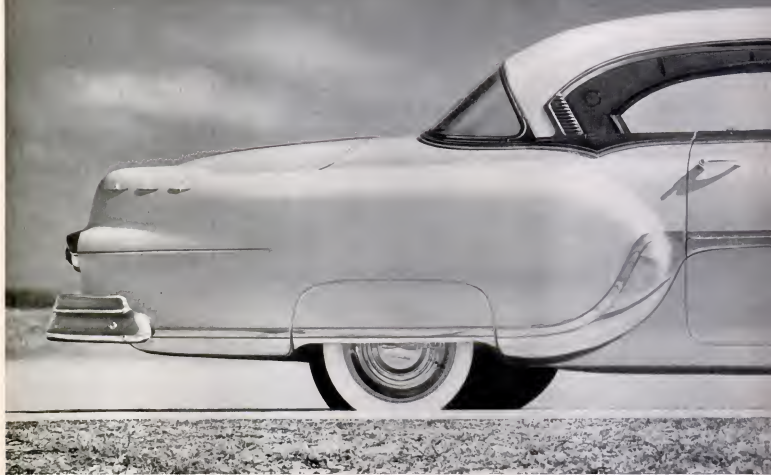
LOOK FOR THIS TAG
... your assurance of fabric satisfaction.

For stores near you write Glen of Michigan, 1467 Broadway, New York

Fabric by REEVES BROTHERS Inc., 54 Worth St., N.Y.



Right Now - America



IF you've been looking forward to the pride and satisfaction of fine-car ownership, the time to satisfy that urge is *right now*—and the car that makes it easy is Pontiac, because on every count of motorcar quality and value, Pontiac is the head-and-shoulders standout of the year.

Pontiac's distinctive Silver Streak beauty and rich, luxurious interiors compare with America's finest cars. Its long wheelbase and well-balanced weight cradle you in road-hugging comfort. Its easy, instant response to your control provides handling as effortless as modern engineering can make it.

But the biggest surprise is under the hood. Pontiac's big, high-compression engine can deliver more power than you're ever likely to need—power to take you promptly to the fore in traffic, power to let you cruise the open road with exceptional economy and the security of an eager, extra surge whenever you need it.

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America's Standout Buy!



tained Pontiac's resale value at the very top of its price class. Point by point and feature by feature, Pontiac compares with the finest cars—but Pontiac, and Pontiac alone, offers all this big-car driving pleasure at a price right next to that of smaller, lighter cars—so low, as a matter of fact, that if you can afford any new car you can afford a long, low, luxurious Pontiac.

Any way you figure it, today's Pontiac—the biggest, most luxurious, most powerful ever built—is an incomparable buy. And to cap it

all, you'll find our remarkably liberal trade-in allowance will make the purchase of a Pontiac practically irresistible. We have the facts and figures to prove it, and the sooner you visit us the sooner you'll learn how very little it costs to enjoy the pride and pleasure of fine-car ownership.

DOLLAR FOR DOLLAR YOU CAN'T BEAT A



PONTIAC

DEALER



DICK BINETTE (LEFT) TAKES OFF ON 102-FOOT JUMP, THREE FEET OVER RECORD. THEN ROSENBERG (RIGHT) DID 103 BUT DID NOT SET RECORD (SEE BELOW)

103 DOESN'T BEAT 102

—So two water-ski jumpers merely tie for a new world's record

The two young men above, flying through the air with perfect form though little ease at the National Water Ski Championships at Laconia, N.H., are busting world marks in a sport which requires exceptional coordination and courage. This is a fact often obscured by the muscle-mad sun worshipers who try to monopolize the sport. Towed at 35 mph, the skier hits the 24-foot, 6-foot-high wooden slope with a terrific impact. Sometimes he goes splintering up

the jump on his face or flings into the water on his back. But if his form is correct he sails up high and far into the air. Last week, shooting at the world's record of 99 feet, Dick Binette went rocketing up and over to reach a new mark of 102. Then Butch Rosenberg outsailed Binette to register a tremendous 103 feet. This did not, alas, break the record. Reason: water skiing requires that any old record, to fall, must be exceeded by two whole feet.



← RECORD HOLDERS ROSENBERG (LEFT) AND BINETTE CONGRATULATE EACH OTHER



When I'm eating
Jell-O, I wish I
were a polar bear

Man, what a
cool dessert!

Now's the
time for



Lazy-does-it for this Labor Day spread

with the new Fully-Cooked Swift's Premium

Lazy-does-it so deliciously with this wonderful new ham of Swift's.

It's fully cooked—no work for you—and you never tasted ham to match it. A new curing process, patented by Swift, seals in the rich natural juices to a degree never possible before. Swift's

Premium Ham is still sugar-cured and smoked over hardwood embers as always. But now it's juicier, even better than ever. So take it easy, enjoy it more. Get new Swift's Premium Fully Cooked Ham for your Labor Day weekend.



Your choice of:
FULLY COOKED
(Red Label)
UNCOOKED
(Blue Label)
CANNED
And if you're eating out, look for Swift's Premium Ham on the menu.

SWIFT—TO SERVE YOUR FAMILY BETTER

Swift's Premium Ham



Tune in
Don McNeill's Breakfast Club
ABC radio — weekday mornings

MARTHA LOGAN'S HURRY-UP PLATTER

You'll really be delighted when you find how easy it is to serve wonderful ham with the new Fully Cooked Swift's Premium. This superb ham is thoroughly, deliciously cooked when you buy it, truly ready to eat. To "party-ify" it with a glaze, as shown here, just coat with a mixture of 1 c. sifted brown sugar and 2 tbs. flour and put in a hot oven (400° F.) for about 15 min. It'll be ready faster than you can devil eggs and put tomato halves together with cottage cheese.



WOMEN'S CHAMPION in the jumping event was Joan Turbett. Women's jump is five feet high instead of six; women approach at 28 mph instead of 35.



SKI QUEEN elected for carnival, Winnie Wolford, wore veil even on water skis. Chosen for beauty, Miss Wolford finished well down in skiing contest.



*A luxury
that actually
does you good!*

New after-shave blend—with two special ingredients—gives you protection you can actually *feel*! and a light, fresh scent that *stays with you*!

It gives you a wonderful *feel* of luxury . . . clears your head; brightens your morning! But, more . . .

Two special ingredients in Aqua Velva's blend do you a more serious service—they help protect you from infection, protect you from rough, raw shaves!

Every time you shave you scrape away not only hair—but *skin*. You leave unseen nicks and scratches on your face. ("Unseen"—untreated!) *Herr*, say skin specialists, start the bulk of all serious shaving infections. For this reason, Aqua Velva's new blend was created! Its two special ingredients are concentrated to help protect you from infection. The *tingling* you feel when you apply Aqua Velva is "proof" of this new lotion's protective power.

Get the new Aqua Velva—now at better drug counters. For the well-groomed man, a 5-second dash makes the perfect finishing touch to your daily shaving interval.

NOW! Cold drinks *right*



EXCLUSIVE DEEP DOOR DESIGN

Fully recessed in the door, those deep shelves double "front-row" space without stealing an inch of room from inside. Imagine—12 big, tall, bulky "quart" bottles fit neatly into just two door shelves—they're so deep and wide!

HUGE FULL-WIDTH FREEZER

Here's real home freezer performance—and capacity. Freezes and stores as much as 70 pounds of frozen foods. Three "quick-release" ice trays. Self-closing door serves as a handy rearranging shelf. Freezer defrosts automatically.

COMPLETE SELF-DEFROSTING

Yes, complete self-defrosting in the entire refrigerator—including the freezer—at three o'clock every morning. You don't even have to press a button, or empty defrost water. Proved in more homes than any other brand!

CROSLEY *Super* SHELVDOR[®]

through the refrigerator door!

The AUTOMATIC BEVERAGE SERVER

...most exciting refrigerator feature

in 20 years is yours only with

CROSLEY *Super* SHELVDOR®

Chilling compartment is inside . . . drink tap is on outside of door. Just raise your glass—and PRESTO! . . . you've served yourself an ice-cold drink. Holds a gallon!

Saves money . . . helps keep food better because you're not repeatedly opening the door to get a drink. What a wonderful convenience for the whole family!

It's another great Crosley "finger-tip" feature—like the roll-out shelves, roll-out crisper, and meat drawer that bring "back-row" foods right up front, in easy reach. And the Butter & Cheese Safe in the door—handiest possible place for keeping a pound of butter and two pounds of cheese just right for best eating.

Only Crosley gives so many features that housewives want most—features that make it the world's most convenient refrigerator. And "Cool-Glo" Interior Styling helps to make it the most beautiful.

CROSLEY

DIVISION OF
AVCO
CINCINNATI 25, OHIO

In Canada, Crosley Appliances, Television and Radios are manufactured and distributed by Moffats, Ltd., Weston, Ont.



You can own a genuine Crosley Shelvador Refrigerator for as little as \$169.95. Ask to see Model LF-7.

**IT'S CROSLEY
HOSPITALITY MONTH!
SEE YOUR CROSLEY DEALER
FOR HIS BIG BONUS OFFER!**



Model CAF-125

New! **FRESH** stick deodorant the Modern Way To Be Safe!



Use Fresh Stick Deodorant daily



Just Stroke it on—
Perspiration and
Odor Gone!

the first anti-perspirant and deodorant stick
with a skin tonic base!

only **49¢** plus tax

Fresh is a registered trademark of The Pluma-Craft Corporation



COMPOSITE PHOTOGRAPH TELESCOPES FOUR FUNCTIONS OF JACK WEBB

JACK OF ALL TRADES

Webb is everywhere in 'Dragnet' movie version



IN AN IMAGINARY SCENE DURING THE FILMING OF "DRAGNET," WITH WEBB SERVING SIMULTANEOUSLY AS ACTOR, DIRECTOR, PART-TIME WRITER AND EDITOR

It was just a matter of time till the familiar dum-du-dum-dum of *Dragnet* hit the movies. With a built-in weekly audience of 16½ million televiewers and six million radio listeners, steely-voiced Impresario Jack Webb was as certain to make a feature film as his hero Joe Friday is bound to catch his weekly crook. It was equally certain that the movie would bear the unmistakable Jack Webb stamp in all departments. As the composite picture above indicates, Mr. Webb, who masterminds his radio and TV shows the

same way, consults (left, foreground) with Scriptwriter Richard Breen, sits in the director's chair (center, foreground), squats next to the camera crew (upper left), plays Cop Friday (center) with his trusty sidekick Frank Smith (Ben Alexander) and, as co-owner of the company producing the film, goes over the day's rushes with the cutter (right). Like his air shows, the movie *Dragnet* is a tense, understated, often monotonous run-through of a "true-life" crime, and like them, too, will probably be a howling success.



above: Betty Lu Burford, Lindsay, Oklahoma • Store: Safdi's, Oklahoma City, Oklahoma
2nd place: Carol Noir, New York City, N. Y. • Store: R. H. Macy & Co., New York City, N. Y.

in the *Dennisons of Glens Falls*

"SEE YOUR CHILD MODEL A LIFE AD" CONTEST

LOVELY OKLAHOMA CHILD TAKES TOP PRIZE IN NATIONAL CONTEST

Chosen 1st from entries that piled in from every state in the nation, Betty Lu whirled through a thrilling week in New York. The contest, to choose a model for the sponsors next Life ad, simply called for a completed entry blank and a photo of the youngster showing a Dennisons of Glens Falls garment. Six year old Betty Lu was impressed by New York's skyscrapers and subways, loved fresh seafood, wanted to climb the Statue of Liberty and see Coney Island.

While in New York, she received a \$500. Savings Bond, appeared on a network television show, was feted from Broadway to the Brooklyn Bridge, and photographed (modeling the 3-tiered bouffant nylon taffeta slip shown above) by a famous photographer. Illustrated slip available in sizes 2-6, \$1.98; in 7-14, \$2.98.

The current contest which requires a new model for the next Life ad, ends October 10th. The winner will be brought to New York for a full and exciting week.

ENTERING THE CONTEST IS EASY! Go to your favorite store and obtain a free entry blank—send it, with a snapshot of your youngster showing a Dennisons of Glens Falls garment, to Dennisons of Glens Falls, Glens Falls, N. Y. Our judges will do the rest.

THE WINNER WILL MODEL OUR NEXT LIFE AD. Prizes include: A flight via American Airlines DC-7 Flagship non-stop coast-to-coast. A week's stay at the famous Hotel New Yorker. A new 21" TV set. Other prizes are, an equipped English Sedley bicycle, 12 lingerie wardrobes, and 100 pieces of lingerie.

LUX CARE...
means longer wear



DENNISONS OF GLENS FALLS
GLENS FALLS, N. Y. • NEW YORK OFFICE: 1350 BROADWAY



A GRISLY MURDER opens movie *Dragnet* as a two-timing gangster gets pretty blown in half by a sawed-off shotgun in a field outside Los Angeles.



A ROUSING SLUGFEST, the high point of the film, ends with a mobster being knocked through a window, victim of Sgt. Joe Friday's pent-up wrath.



A SECRET HIDEOUT opposite the back window of mobster's nightclub headquarters enables Sergeant Friday to get tip which helps him break case.



P. S. Add French's to canned beans for country-kitchen goodness

FRENCH'S MUSTARD *does something wonderful for a Barbecue!*

- ✓ FRENCH'S pure yellow Mustard blends better because it's creamier . . . smoother.
- ✓ FRENCH'S rich mustard goodness does not fade out in cooking.
- ✓ Get a jar tomorrow and see what a wonderful flavor difference FRENCH'S makes!

FREE! NEW RECIPE LEAFLET "Barbecue Treats"

The R. T. French Co.
1979 Mustard Street, Rochester 9, N. Y.

Name

Address

City State



ORNATE MODEL ROOM PRESERVES MINIATURES OF CUP DEFENDERS AND MEMBERS' YACHTS. IN CASE AT RIGHT IS SCHOONER "AMERICA" AND LOWER LEFT

SCHOONER "AMERICA" outtails 14 English yachts around Isle of Wight in 1851. When Queen

Victoria asked which boat was second, a red-faced Briton replied, "Your Majesty, there is no second."

IN EARLY REGATTA New York Yacht Club schooners pass through The Narrows of New York





IS "GIMCRACK" ON WHICH CLUB WAS FOUNDED

Harbor heading for sea. Races usually lasted one day, were followed by fancy suppers featuring turtle soup.



CUP DEFENDER *Vigilant* (left) scuds down wind with lead in 1893 as *Valkyrie II*, British challenger,

blows out a spinnaker. Despite losing two spinners *Valkyrie* lost the race by only 40 seconds.

100 YEARS OF YACHTING

New York club enjoys the good old—and new—days

In July 1844 nine men met aboard the schooner *Gimcrack*, anchored off the Battery at the foot of Manhattan Island, and formed a yacht club. Since then the venerable New York Yacht Club has changed headquarters six times and now is high and dry, without dock or yacht basin, just off Fifth Avenue—most members belong to other clubs in order to get anchorage for their boats. The club house smells more of old mahogany than of salt water, but its model room (left) and walls contain evidence that its yachts and yachtsmen have long been busy at sea.

The world's most famous yacht, the schooner *America* (below, left), carried the N.Y.Y.C. burgee across the Atlantic in 1851 and outraced 14 creek yachts of Britain's Royal Yacht

Squadron. The cup she brought back was christened The America's Cup. Sixteen times the British Empire sent its best to try to win the cup, but all challengers were turned back by N.Y.Y.C. racing yachts like *Vigilant* (above), *Enterprise* and *Ranger*.

Primarily a big-boat club, it staged transatlantic races on which members bet as high as \$30,000. In the steam-yacht era J. P. Morgan's sumptuous *Corsair* (next page) was its flagship. But this year, when the fleet rendezvoused for the club's 100th annual regatta, it was plain how much smaller N.Y.Y.C. boats had become. With the trend away from boats with paid crews, even N.Y.Y.C. veterans of the good old days are finding it more fun to do the work themselves.



SIGHTSEEING FLEET keeps pace with racing yachts off Sandy Hook in America's Cup Race of

1899. *Columbia* leads *Shamrock I*, first of five challengers Sir Thomas Lipton sent over from Britain.

CONTINUED ON NEXT PAGE



TWIN MODELS show J. P. Morgan's famous *Corsair* as a pleasure yacht (right) and as a gunboat, the *Gloucester*, which fought in the Spanish-American War

and took part in the defeat of the Spanish fleet at Santiago. The second of four Morgan *Corsairs*, this one was built in 1880. These models are worth \$30,000.

BOATS CHANGE SHAPE THROUGH THE YEARS

The yachtsman's pursuit of sailing speed over the years is reflected in the size and shape of the racing sailboats sketched on this page. When the *America* (third from bottom), first in the long line of Cup boats, came off the ways a century ago, her graceful clipper bow seemed radical. Later the shallow-draft *Magic* appeared, then the *Puritan*, a compromise between the deep and shallow draft schools. *Reliance*, with her well-rounded hull and deep keel, looked in frontal silhouette (bottom, right) like a champagne glass but performed poorly in heavy going. *Ranger*, last of the Cup Defenders, was a perfect blend of speed and seaworthiness. Big boat design has at times influenced small boat builders, as in the *International* (right) which resembles the *Ranger*. But since the '30s the smaller sailboats have been of shallower draft design. One of these, the *Flying Dutchman* (right), draws hardly any water. When conditions are right it can go 20 knots, faster than any of the magnificent Cup Defenders.



1870 MAGIC, L. 84' B. 20' 9"



1885 PURITAN, L. 94' B. 22' 7"



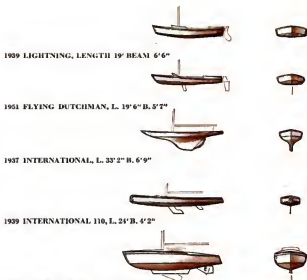
1851 AMERICA, L. 101' 9" B. 23'



1937 RANGER, L. 135' 2" B. 20' 11"



1903 RELIANCE, L. 143' 8" B. 25' 8"



1909 LIGHTNING, LENGTH 19' BEAM 6' 6"

1951 FLYING DUTCHMAN, L. 19' 6" B. 5' 7"

1937 INTERNATIONAL, L. 33' 2" B. 6' 9"

1952 INTERNATIONAL 110, L. 24' B. 4' 2"

1952 CONTROVERSY, L. 25' 11" B. 8' 3"

FAMOUS BOATS drawn to scale include winner of the America's Cup and four Defenders (bottom) dwarfing five of today's popular sailing craft (top). *Lightning*

(top) combines roominess with smart performance. The *International 110* sacrifices comfort for speed while *Controversy* has a galley and head, sleeps four.



THE ISELIN TREND is toward small boats instead of ones like the 123-foot *Defenier* (above), owned by a syndicate headed by C. Oliver Iselin, which in 1895



with a paid captain and crew defended the America's Cup. Today Oliver's son Adrian Iselin sails a 22-foot Star class sloop (right) with a friend serving, as crew.

MORE SAILORS IN SMALLER BOATS

In the early days of this century a man who sailed for fun was very rich and his yacht was very big. Racing was an afternoon affair with fleets of expensive craft from 40 to 85 feet long assembling in sheltered waters near New York or Boston for closed-course contests. The big, sleek craft were racing machines. In the interests of lightness and speed few had the elaborate comforts now expected of craft so large. And they were delicately built—few skippers dared risk an afternoon racer in rough open seas. Some owners hired professional captains to handle their yachts and most carried paid crews to hoist the sails. A few yachtsmen in the '20s tried ocean racing as well, but the ocean-going boats were radically different from the afternoon racers. Substantially built and comfortable, they sat heavy in the water and were not very fast.

The greatest days of the big boats came, despite the depression, in the '30s. Three times Britain challenged the U.S. for the America's Cup and each time American yachtsmen met the challenge—ordering 120-foot J class boats costing about \$750,000, sailing them smartly and winning every time. In the

last Cup Defense in 1937 the *Ranger* (p. 57), sailed by Harold Vanderbilt, defeated England's *Endeavour II*, sailed by Tom Sopwith, in a runaway series of races off Newport, R.I. Since then, inflation and taxes have finally spelled the end of the big Cup boats.

While the big racers were pricing themselves out of existence, sailors were turning increasingly to the smaller one-design classes where every boat in a class is identical so skippers can race on even terms. In fact sons of former big-boat owners are now racing the Stars (above), the Snipes, the Comets, the Internationals which fill today's yacht club basins. New sailors—women and juniors and plain landlubbers—have started racing, not only off the Eastern seaboard but all over the U.S. Oldtime paid captains and crews are out. The boat owner—he now numbers half a million—is his own skipper and his family and "guests" handle the sheets and sails. But today's sailing boom is not just a small boat story—magnificent new yachts like the *Bolero* (right) and great fleets like the New York Yacht Club squadron (next page) race majestically in open waters and represent the ultimate in sailing.



PREPARING FOR RACE, official on committee boat uses electronic megaphone to line up boats.

QUEEN OF THE FLEET, 73-foot *Bolero*, is owned by New York Yacht Club commodore, John Brown.





THE ROOSEVELT TREND is illustrated by Julian Roosevelt of Oyster Bay, Long Island, who embarks (*above*) on his 24-foot Raven class boat while his sons



set out in their 9-foot dinghy. Julian's father George Roosevelt (*right, at helm*) still sails his 60-foot schooner *Mistress*, whose crew includes three paid hands.





THE GREAT FLEET OF 1954, one of the largest squadrons ever assembled in the 110-year history of the New York Yacht Club and the finest that could be

assembled by any yacht club anywhere, moves majestically along in a race off the Atlantic Coast between Newport, R.I. and Vineyard Haven, Mass. In all, a



total of 89 sailing yachts—sloops, schooners, yawls, cutters and ketches, which ranged in size from 35 to 73 feet—took part in the cruise. The 12-day spell of

nautical wandering combined hard racing from port to port by day and relaxed social get-togethers in port at night. Some 450 skippers and guests made the trip.



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1555 *Shorthand* *~ ~ ~*



1551 *Student*



9314B *Broad Stub*



9460 *Medium Manifold*



2668 *General writing*



9550 *Extra Fine*



2284 *Signature Stub*



2550 *Bookkeeping*



9668 *General writing*



9314M *Medium stub*



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2968 *Broad writing*

More than 28 point styles for every writer and every writing job

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for easier, more comfortable writing

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THE WORLD'S MOST PERSONAL FOUNTAIN PEN

FOUNTAIN PENS



444 DESK PEN SET. This desk pen automatically fills itself from ink-fountain in base every time you return it to the socket. Fountain-base holds 40 times more ink than ordinary fountain pen. Pen takes your favorite Esterbrook Point.



STANDARD POCKET SET. Esterbrook Fountain Pen and matching Push-Pencil. (Push the top to feed the lead.) Pencil holds 12 sticks of lead. Writes for months without reloading. Choice of regular or thin lead models.



DELUXE POCKET SET. Deluxe Pocket Pen with lustrous metal cap and matching Push-Pencil. Choice of equine, midnight, sand, gray, or maroon. Push-Pencil available in two styles—for regular or thin leads.

Some nice night when stars are peeping,
Have a picnic on the beach!
It's fun to clown and sing...while keeping
SEVEN-UP in easy reach!



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You like it...it likes you!

THE ALL-FAMILY DRINK! Enjoy sparkling, crystal-clear 7-Up
...often. Seven-Up is so pure, so
good, so wholesome that everybody—from tiny tots to grandmas and all ages
in between—may “fresh up” to his heart’s content. Buy 7-Up wherever you see
those bright 7-Up signs.

“FRESH UP” with SEVEN-UP!



Get a family supply of 24 bottles.
Buy 7-Up by the case. Or
get the handy 7-Up Family
Pack. Easy-to-lift center
handle, easy to store.





STROLLING IN ROME in 1951, Anna Maria and her parents pass historic Castel Sant'Angelo.

Anna Maria, Happy in the Rain

FAMILY MAKES MUSIC
AS U.S. DOORS OPEN

For the Alberghetti family, on the stage of the Red Rocks amphitheater in Denver, it was their happiest moment. Not only were they giving a joint concert for the first time, but the day before the U.S. Senate had passed a bill to grant them residence here, a privilege imperiled earlier because Papa Alberghetti admitted he had been an "involuntary fascist." To live and eat in Mussolini's Italy, he explained, "you had to be a fascist." Senator McCarran sympathized and sponsored the bill.

Ever since his first days as an opera baritone, Daniele Alberghetti had dreamed of starting a musical dynasty. He coached his first-born, Anna Maria (*cover*), so well that at 6 her coloratura voice was echoing in Europe's concert halls. In 1950, when she was 13, Anna Maria scored a big success in New York's Carnegie Hall and went on to movie roles. Sister Carla, 15, is another promising soprano, and brother Paolo, 9, is a talented conductor who already has behind him three years on the podium.

At Red Rocks, as Daniele and Paolo conducted and Mamma Alberghetti accompanied the girls, it rained. But they sang as though the sun was blazing down. The Alberghettis were on their way to success and citizenship in what papa called "the land of greater opportunity."

SINGING IN RAIN, Anna Maria, accompanied by papa and mamma, rips into aria at Red Rocks.



They had their
BITE SIZE CHEX today!

(How about you?)

THERE IS A DIFFERENCE IN CEREALS

No other cereal, flaked or puffed, gives you so much honest-to-goodness nourishment in such concentrated Bite Size form. Delicious? Yes. Crisp? Down to the last bite. But best of all is the wonderful ready-for-anything feeling you have after a Bite Size Chex breakfast. Don't miss it. Start tomorrow.



RALSTON PURINA COMPANY, St. Louis, Mo.

ALBERGHETTI FAMILY CONTINUED



ALL THE ALBERGHETTIS join at a last-minute indoor rehearsal in Denver with Anna Maria (left) and Carla singing *Smoke Gets in Your Eyes*, brother



SOLDIST IN TRANSIT: Anna Maria gets a lift in rain to keep feet dry before going on.





Paolo helping his father to conduct and Mrs. Alberghetti playing the piano. Father kept orchestra overtime each day, paid the extra expenses himself.



SISTERS PRAY in dressing room, asking end to rain. The rain stopped an hour later.

← WET AUDIENCE of 6,000 music fans huddles in drizzling rain to hear the Alberghettis.

CONTINUED ON NEXT PAGE



**Make sure you
put the right parts
into your FORD**

There are parts that'll fit into your Ford but still not give you the performance you have the right to expect. Make sure *you* get the parts you *know* are made right for your Ford—Genuine Ford Parts!

Genuine Ford Parts are the ones to rely on when your Ford needs replacement parts. Every Genuine Ford Part is made to the *exact* specifications set by the same men who originally built your Ford. And in addition, all Genuine Ford Parts are tested thoroughly before approved for manufacture—so you can be sure they're made right to fit right to last longer in your Ford.

When your Ford needs new parts to add to its performance, go where you know you can get Genuine Ford Parts!

"TRADE" WHERE YOU SEE THIS SIGN



'Sanforlan' Wools Wash!



Wools labeled "Sanforlan"
won't shrink out of fit...stay soft as new



"Sanforlan"-labeled knitted wools wash like a breeze—sweaters need no frames or blocking—socks need no stretchers!



"Sanforlan"-labeled wool shirts, slacks and jackets—for both men and boys—come out of soap and water the same size they went in!



Look for easy-to-wash "Sanforlan"-labeled jackets, robes, skirts, shorts—or make them of "Sanforlan"-labeled yard goods.



Now you can get "Sanforlan"-labeled children's wools that wash easily, never shrink, never get hard or matted. What a money-saver!

BROUGHT TO YOU BY THE "SANFORIZED" PEOPLE

Sanforlan®

Cluett, Peabody & Co., Inc. permits use of its trademark "Sanforlan" only on wools fabrics or garments which have been treated by procedure approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.



WORRIED, Alberghettis watch Paolo, who had been nervous, lead orchestra in Schubert symphony.



WORKING HARD, Paolo in knee pants impresses Red Rocks audience with his note-perfect, firm direction of rousing *William Tell Overture* by Rossini.



RELIEVED as musicians join audience in cheering Paolo's work, the Alberghettis applaud delightedly.

The moment you change



(FROM ANY OTHER PEN)

KODACHROME TRANSPARENCY



KODACHROME TRANSPARENCY

Enlarged view of an ordinary, hand-ground pen point. Note the roughness. Up to now it has never been possible to remove all of this by mechanical burnishing—to have a pen completely free from scratch.

You feel the difference!



KODACHROME TRANSPARENCY



KODACHROME TRANSPARENCY

Now, look at Parker's new Electro-Polished point. It's absolutely mirror smooth! Every trace of roughness has been removed by a special electrochemical process which is exclusive with Parker.

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The new Electro-Polished Parker "51" Pen
writes measurably* smoother than any pen ever made

*** SMOOTHER 3 WAYS**



Try this! Write with any pen in one hand, a new Parker in the other. You can instantly feel what a difference Electro-Polishing makes.



You can see this difference, too. Parker's new Electro-Polished point is perfectly smooth... even where the nib is slit!



And unlike ordinary points, you can't hear a whisper of a scratch with the new Parker... even when a high-powered microphone is close by!

A startling thing has happened to the pen point. You can feel it the instant you touch the all-new Parker to paper. Its Electro-Polished point gives a totally new "feel" to writing... as smooth, as effortless as writing across air!

You'll be delighted, too, to see that this pen is *all* new, a miracle of simplicity. Only one

moving part (nothing to repair)! Easy two finger filling that draws in thousands of words in seconds.

See these beautiful new Parkers at your dealer's. You can enjoy Electro-Polished writing—with a new Parker—for as little as \$5.00. The Parker Pen Company, Janesville, Wisconsin, U.S.A.; Toronto, Canada.

IF SWEET
SOFT DRINKS
LEAVE YOU
THIRSTY...



SWITCH TO **SQUIRT**

Never an
after-thirst!

Fresh clean taste as you drink Squirt...
fresh clean taste after you drink Squirt...
never an after-thirst!



BUY SQUIRT IN THE TARTAN-CARTON

When you serve mixed drinks,
and when you drink, be smooth about it...
Switch to Squirt, the SMOOTH mixer.

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NIGHT CARPENTRY LECTURE PACKS AUDIENCE OF 225 AMATEUR CARPENTERS INTO LUMBER COMPANY SHOWROOM

WANT TO MAKE A PORCH?

Pittsburgh lumber company shows amateurs how to build for themselves

Most of the time the Mark Lumber and Supply Company of Pittsburgh, Pa. looks as placid as any other lumberyard. But on Thursday nights its brightly lighted showroom (above) echoes to the persistent sound of hammering and the whine of buzz saws. As housewives, businessmen, trolley car conductors, beauty parlor operators, young girls and old grandmothers listen intently, Mark salesmen give free

lessons in home carpentry. What the potential amateur carpenters discover about building porches and hanging doors so fascinates them that they happily sit or even stand for three hours of concentrated listening, then frequently stay on afterwards to try their own skill (below). The company is equally happy, for since it began catering to the do-it-yourselfers only four short months ago it has tripled its sales.



DETERMINED 68-YEAR-OLD AMATEUR, CHARLOTTE CONLEY, SAWS WOOD FOR FLOOR OF DEMONSTRATION PORCH

CONTINUED ON NEXT PAGE

IF YOU SUFFER PAIN
of
HEADACHE NEURITIS NEURALGIA
get
FAST RELIEF WITH
ANACIN

The way thousands of physicians and dentists recommend

Here's Why . . .

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!



INGROWN NAIL
Hurting You?
Immediate Relief!

A few drops of OUYTORD bring instant relief from tormenting pain of ingrown nail. OUYTORD softens the skin underneath the nail, allows the nail to be cut, and thus prevents further pain and discomfort. OUYTORD is available at all drug stores.



Winning set! Munsingwear T-Shirt & Briefs

T-Shirt has a Nylon-reinforced neckband that holds shape forever. Briefs have a horizontal knit stretchy waist that stretches up and down as your boy does. Both are unbeatable for wear and value.

Sizes 2-12
T-Shirt 95¢
Briefs 79¢



GUARANTEED NOT TO SHRINK OUT OF AGE.



SO EASY!
now to take
your vacation
in movies!



Actually as simple as 1-2-3!
So low cost too, this great new
Bell & Howell \$49⁹⁵
movie camera



The new Bell & Howell 220 Wilshire has the exclusive "Sun Dial" that automatically sets the camera lens—assures perfect home movies every time! **Free booklet** on movie making. Write Bell & Howell, Dept. L-5, Chicago 45, Illinois.

Carpentry Class CONTINUED



CAREFUL TEACHER, store manager Warren Sinnhuber, shows attentive audience how to sight along 4-inch-wide board to check whether it is straight.



THOROUGH PUPIL, Pat Pearlman (right), tests her skill after class by toeing in nails into pillar to fasten it to the floor of the demonstration porch.



FREE CONES, supplied by store, cool off Mr. and Mrs. Henry Conley during intermission. Mrs. Conley hasn't missed a lecture since classes began in April.

It's back-to-school... in bright, sturdy Blue Bell



Send them merrily off to school in sturdy
Blue Bell boxer longies, cozy suede shirts,
boxer shorts, overalls, sturdy dungarees. . . .
There's a complete line of thrifty Blue Bell
clothes for boys and girls of all ages —
including grown-ups too. They're all safely
washable, *scientifically* sized to fit,
high in quality, low, low in cost.

Shown in panel: kiddies' Wrangler
Western-style jacket, Wrangler shirt,
bib overalls, suspender dungarees.



LONG
WEARING
CLOTHES
for the
entire family



Look for the informative
Qualitag that guarantees finest
fit and quality at low price.



BLUE BELL, INC., Empire State Bldg., New York 1, N. Y.

MORE POWER FOR AMERICA

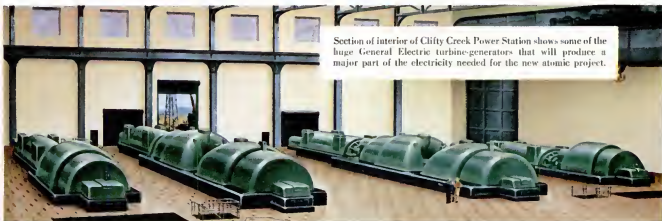
Business enterprise meets new



LOOKING THROUGH THE TELESCOPE on the balcony of the Clifty Inn, Madison, Ind., tourists will shortly get a close-up of one of the latest reasons for America's continuing atomic leadership. Clifty Creek Power Station shown here is one of two now being erected by a combination of 15 electric utilities to answer the immense power requirements of new atomic energy project near Portsmouth, O.

GENERAL  ELECTRIC

atom project's need for electricity —today's greatest bargain



Section of interior of Clifty Creek Power Station shows some of the huge General Electric turbine-generators that will produce a major part of the electricity needed for the new atomic project.

Record-size General Electric equipment to be used in spectacular power development by 15 electric utilities

More electric power than all New York City uses will be needed for a vast new development to expand America's atomic energy program, now under construction in Ohio. And thanks to the enterprise of 15 electric utilities, this demand will be met in record time—and at the lowest possible cost to taxpayers.

Combining their resources to form the \$400,000,000 Ohio Valley Electric Corporation, these 15 companies are building two immense new generating stations along the Ohio River. One of the stations is shown on the opposite page. Electricity equal to nearly three million horsepower—the largest amount ever produced under a single contract—will be supplied to the Atomic Energy Commission's new uranium-235 plant near Portsmouth, Ohio.

The major part of this electric power will be made by huge General Electric steam turbine-generators, among the largest

ever built. Switchgear and power transformers of record size, about half of which will be supplied by General Electric, will help to solve the many problems of controlling the enormous output of electricity and delivering it economically to the atomic project.

The courage and enterprise shown in making this important contribution to national progress and security are characteristic of America's electric utilities. Almost 20 billion dollars have been spent on new power stations and equipment since World War II to keep ahead of America's growing demands for electric power.

Equally important to you is the job electric utilities are doing to keep costs low. By constantly developing more efficient equipment, General Electric plays a significant part in helping utilities to supply electricity at prices that make it today's greatest bargain. General Electric Co., Schenectady 5, N. Y.

954-4

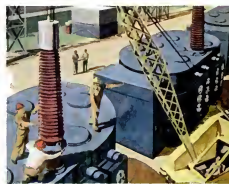
Engineering enterprise and financial daring make America strong



HIGH IN THE AIR on a steel tower, linemen are erecting power lines that will carry electricity at 330,000 volts to the atomic project. Transmission voltage is the highest used in America.



LIKE GIANT FUSES, General Electric circuit breakers such as these will be used to help protect vital electric equipment in case of short circuits. These are some of the largest circuit breakers ever built.



ULTRA-HIGH VOLTAGE is made possible by G-E power transformers. Electricity from power station is "stepped-up" in voltage to enable it to travel long distances with minimum loss.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Circles are registered trademarks



River showboats often stopped at the Higbee plantation and Colonel Higbee entertained the cast. Part of the hospitality was always Aunt Jemima's tender, light and flavorful pancakes, served outdoors, picnic-style.

Aunt Jemima Legend

You can't duplicate it in a homemade batter; you don't get it in any other mix ...

the matchless

4-flour flavor of Aunt Jemima pancakes



FOR THE FINEST BUCKWHEATS get
Aunt Jemima in the YELLOW box

The treasured Aunt Jemima recipe combines 4 flours in a special way. **Wheat** flour for lightness, **corn** for tenderness, **rye** for richness, **rice** for browning quality. This 4-flour blend gives Aunt Jemima pancakes a flavor no others can match.



GRIDDLE PICNIC. For informal outdoor eating make "Griddle-burgers" by placing a ground meat patty between two hot Aunt Jemima pancakes. Include "Franks-in-Blankets", by rolling cheese-stuffed frankfurters in hot Aunt Jemima pancakes. Serve with pickles, chili sauce.

Listen to Don McNeill's Breakfast Club
ABC radio and TV, weekdays



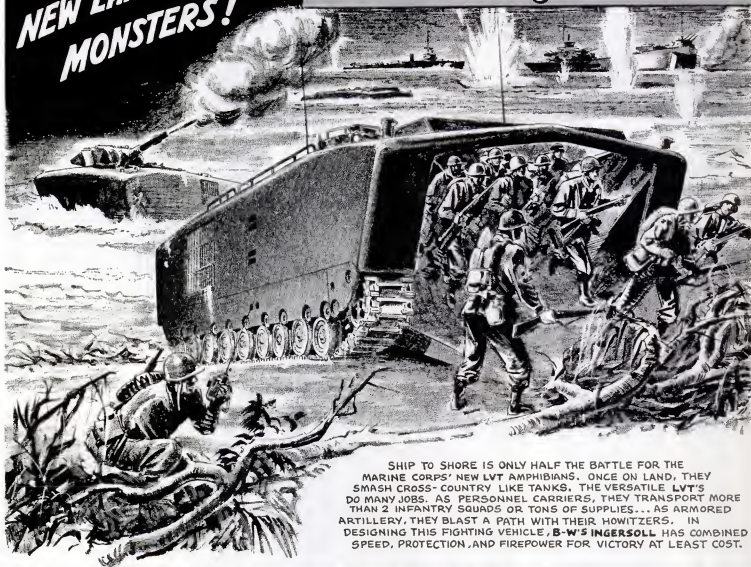
KAFKA CONTORTION

Yvette Chauviré, star ballerina of the Paris Opera, has long been fascinated with the main character in Novelist Franz Kafka's book *Metamorphosis*, who wakes up one morning to discover that he has been changed into a giant cockroach. Last month in the practice hall of the opera house Mademoiselle Chauviré began work on a dance based on Kafka's famous

story. The high point comes as the lithe ballerina stretches out her arms and legs insectlike (*above*) to portray the horrible moment when she first realizes that she has assumed the strange, angular form of the cockroach. The remainder of the dance concerns the reaction to the change by family and friends, who show justifiable surprise and horror.

**UP FROM THE SEA—
NEW LAND-FIGHTING
MONSTERS!**

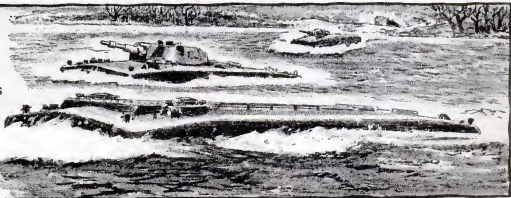
RIPLEY'S



SHIP TO SHORE IS ONLY HALF THE BATTLE FOR THE MARINE CORPS' NEW LVT AMPHIBIANS. ONCE ON LAND, THEY SMASH CROSS-COUNTRY LIKE TANKS. THE VERSATILE LVT'S DO MANY JOBS. AS PERSONNEL CARRIERS, THEY TRANSPORT MORE THAN 2 INFANTRY SQUADS OR TONS OF SUPPLIES... AS ARMORED ARTILLERY, THEY BLAST A PATH WITH THEIR HOWITZERS. IN DESIGNING THIS FIGHTING VEHICLE, **B-W'S INGERSOLL** HAS COMBINED SPEED, PROTECTION, AND FIREPOWER FOR VICTORY AT LEAST COST.

**SWIMS LOW-- ONLY ITS
BACKBONE SHOWS !**

THE TROOP-CARRYING LVT SWIMS BY WHIRLING ITS LAND TRACKS. AS IT MOVES SHOREWARD, ALL BUT 12 INCHES IS UNDER WATER. HEAVY SURF OFTEN HIDES EVEN THIS FROM ENEMY GUNNERS. TO PROVIDE EXTRA SAFETY IN CASE OF EMERGENCY AT SEA, SPECIAL HIGH-VOLUME BILGE PUMPS ARE USED. MADE BY **B-W'S PESCO**, THESE PUMPS WILL REMOVE MORE THAN 1300 GALLONS OF WATER A MINUTE.



**185 PRODUCTS
IN ALL ARE MADE BY**

BORG-WARNER

Believe It or Not!

ENGINEERING
B-W
PRODUCTION

THE MOST POWERFUL LANDING VEHICLE EVER CREATED!

HERE ARE DRAMATIC FACTS ABOUT THE NEW LVT (LANDING VEHICLE, TRACKED)...DESIGNED, DEVELOPED, AND NOW BEING BUILT FOR THE U.S. MARINE CORPS BY THE INGERSOLL PRODUCTS DIVISION OF BORG-WARNER.

B-W INGENUITY AND SKILL BENEFIT ALMOST EVERY AMERICAN EVERY DAY.

FOR EXAMPLE: 19 OUT OF THE 20 MAKES OF MOTORCARS CONTAIN ESSENTIAL PARTS BY BORG-WARNER. EVERY COMMERCIAL PLANE AND MANY SHIPS ABOARD HAVE ABOARD VITAL B-W EQUIPMENT. 8 OUT OF 10 TRAINS SPEED FOOD PRODUCTION WITH B-W EQUIPPED MACHINES. AND MILLIONS ENJOY THE OUTSTANDING ADVANTAGES OF B-W HOME EQUIPMENT AND APPLIANCES.

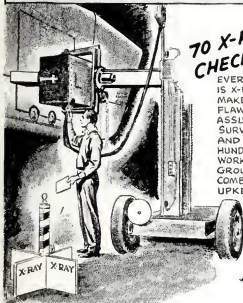


ONE-FINGER STEERING!

BIG AS A BOXCAR -- YET ONE FINGER ON THE STEERING STICK CAN HANDLE AN LVT. INSTANTLY, MORE POWER IS THROWN TO THE TREADS ON EITHER SIDE, TO MAKE THE TURN. THIS NATURALLY CAUSES SUDDEN STRAINS ON DRIVES AND TRANSMISSION, SO THESE ARE JOINED BY FLEXIBLE DOUBLE "EL-BOWS", MADE BY B-W'S MECHANICS UNIVERSAL JOINT. THEY ABSORB SHOCK, HELP ASSURE SMOOTHEST POWER FLOW.

70 X-RAY PICTURES CHECK THE WELDING!

EVERY LVT BUILT BY B-W'S INGERSOLL IS X-RAYED AT 70 VITAL POINTS TO MAKE CERTAIN THE WELDS ARE FLAWLESS. SUCH "INSIDE" EXAMINATION ASSURES EACH LVT'S ABILITY TO SURVIVE CRUSHING WATER PRESSURE AND STRESSES OF LAND OPERATION. HUNDREDS OF TESTS, INCLUDING WORKOUTS ON B-W'S OWN PROVING GROUNDS, GUARANTEE LVT COMBAT STAMINA, REDUCE UPKEEP.



AGILE AS A MOUNTAIN GOAT!

WIDE TRENCHES, HIGH WALLS, DEEP MUD AND SAND -- THE LVT TAKES THEM ALL IN STRIDE. IT CLIMBS STEEP GRADES... CIRCLES SIDE SLOPES ALMOST EQUALLY STEEP, WITHOUT TIPPING... MOVES OVER LEVEL TERRAIN AT HIGH SPEED. AS THE LVT PERFORMS SUCH FEATS, 2 RUGGED COGWHEELS FROM B-W'S MORSE CHAIN WHIRL THE POWER OF THE 800 HP. ENGINE INTO THE SURE-FOOTED TRACKS.



These units form **BORG-WARNER, Executive Offices, 310 S. Michigan Ave., Chicago:** ATKINS SAW • BORG & BECK • BORG-WARNER INTERNATIONAL • BORG-WARNER SERVICE PARTS • CALUMET STEEL • CLEVELAND COMMUTATOR • DETROIT GRAY • FRANKLIN STEEL • HYDRALINE PRODUCTS • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARCONI • MARVEL-ROEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE GRAY, LTD. • NORGE • PERCO PRODUCTS • REFLECTAL CORP. • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GRAY • WARNER GRAY CO., LTD. • WOOSTER DIVISION



Let us buy your first
package of Pablum

OATMEAL
BARLEY AND
RICE CEREAL

*You already know Pablum Mixed Cereal—
Now try three other varieties at our expense!*

Just do this: 1. Buy a package of Pablum Oatmeal, Barley or Rice Cereal* (or one of each) at regular price at your druggist's or grocer's. 2. Mail box top showing price mark from any—or all three—of these cereals to: Pablum, Box 5155, Chicago 80, Ill. Enclose your name and address on separate piece of paper. Please print plainly. Your purchase price will be refunded promptly.

You'll please your baby more with a variety of cereals and you'll save money at the same time! Pablum, you know, is fully pre-cooked, easy to digest and enriched with vitamins and minerals your baby needs. Doctors have been recommending Pablum for 23 years as best to start on, best to stay on. (Babies agree—how they love Pablum!)

So accept our offer now! Your request must be postmarked by midnight, October 15, 1954. Offer good in continental United States, Hawaii and Canada. Mail Canadian box tops to Pablum, Box 211, Toronto, Ontario. Refunds limited to one package of each eligible variety per family.



**New, Free-flowing
Handi-pour Spout**
Adjustable. Opens to
wider angle so cereal
flows freely. Closes
to keep cereal FRESH.

* (Sorry, offer not good on Pablum Mixed Cereal. Offer void if this proposal is taxed, licensed, restricted, prohibited in your area, city, county or state.)

4 varieties at your druggist's or grocer's

MODERN LIVING

FANCIFUL SCENES meet shoppers throughout the center. Here a giraffe family dominates a magnolia-planted mall. The giraffe heads, poised on thin steel necks, nod cheerfully in every breeze, while lights below give the imaginative creatures an eerie charm.

A SIGNPOST where two malls meet guides shoppers. In background is a glass snack bar. Center is open evenings on Thursday, Friday, Saturday, but signs are lit every weeknight for sightseers. The center's architects were Victor Gruen Associates.



20TH CENTURY BAZAAR

Malls, music, wiggling wire animals add cheer
to Detroit's super-efficient shopping center

The most elegant of the many shopping centers which are springing up in the U.S. suburbs opened this year outside Detroit and manages to make shopping both a smooth and cheerful operation. Called Northland, it cost \$25 million to build and is a fantastic combination of modern efficiency—packages from its supermarket arrive on conveyor belts at shopper's cars—fine architecture and pure gaiety. Courts

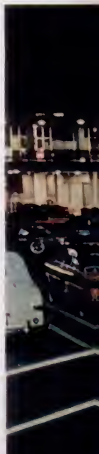
and malls full of flowers, fanciful sculptures and music give the center the air of a bazaar. Northland has 1¼ miles of store fronts, but the stores are laid out and connected by colonnades so that shoppers have no long hikes, even from the parking areas which accommodate over 7,500 cars. An average of 35,000 to 40,000 people per day use the center, and sales for the first year promise to reach \$50 million.

CONTINUED ON NEXT PAGE



← **FISH MOBILE** swims in fountain, its nickel-plated segments twisting in the breeze and turning when water jets play. This is one of malls where shoppers may just sit and enjoy Northland's architecture, art, flowers and music, that plays all the time.

PARKING LOT next to Hudson's basement is uncongested even on a busy Saturday night. Five bus lines serve the center's main entrance from ramp above. Shoppers can collect purchases made in store at package pickup beside the stairs, at center.



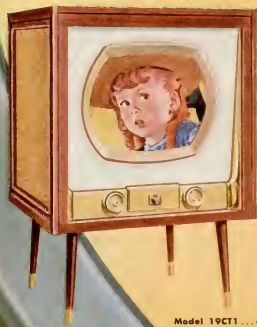
← **PEACOCK** has many-colored, copper and enamel spots fluttering in its tail. This is on a terrace in front of Northland's bank, biggest jewelry store and a building which houses seven high-style apparel shops, together with gift, flower and music shops.



TORTOISE of beaten copper rears its head over shoppers between the J.L. Hudson department store branch—the Hudson Co. built the whole center—and a dime-store. Sculptor feels tortoise is realistic though shoppers often mistake it for a dinosaur.



< WITH A COLOR PICT



Model 19CT1...one of a complete line of Bigger Picture Motorola Color TV.

**Color is on the air from
coast to coast!**

Motorola now brings you Color TV

URE THIS BIG >

(205 square inches)

at only

\$895

Color television is not only coming... it's here! Hundreds of wonderful programs will be telecast in color this fall and winter. They will be seen in black-and-white on regular television sets. But those who have Motorola Color TV will see them all in true-to-life big-screen color!

FAMOUS TV PROGRAMS IN COLOR

Here are just a few of the popular network television programs scheduled to debut in full color during the exciting television season starting right now.

| | |
|-------------------|-------------------|
| Best of Broadway | Perry Como Show |
| Toast of the Town | That's My Boy! |
| Garry Moore Show | Arthur Godfrey |
| Big Payoff | Time |
| Danger | Arthur Godfrey |
| Jo Stafford Show | and His Friends |
| Love of Life | Arthur Godfrey's |
| Art Linkletter | Talent Scouts |
| What's My Line? | Valiant Lady |
| Jane Froman | Two for the Money |
| Chrysler Show | Omnibus |
| Red Skelton Show | Guiding Light |
| Meet Millie | Douglas Edwards |
| Studio One | Jackie Gleason |
| Bob Crosby Show | Strike It Rich |
| You Are There | On Your Account |
| Remember Mama | Robert Q. Lewis |
| Suspense | I've Got a Secret |
| Beat the Clock | Sports Spot |
| Jack Benny Show | The Morning Show |

A NEW WORLD OF ENTERTAINMENT

America's TV networks will be bringing you Broadway's finest dramas in full color! Musical comedies, operettas, Grand Opera... sports, motion pictures, public events! The finest entertainment the world has known, brought into your own living room with all the thrilling realism of true-to-life color! And all this in addition to local color programs, both "live" and on color film.

READY FOR YOUR HOME TODAY

Enjoy these new riches in home entertainment at their very finest on America's first big-screen color television—Motorola Color TV! See the new 205-square-inch picture, almost 2½ times bigger than previous color pictures! Study the new scientifically-simplified "902" color chassis... the result of 12 years of electronic research at Motorola! Enjoy the best in black-and-white TV and color on the same fine set! And at a new low price for color television!

Price includes Federal excise tax, parts warranty and full year picture tube warranty. UHF optional, extra. Subject to change without notice.

Better See **Motorola Color TV**

WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER

YOUR NEXT CAR



WILL IT BE THE NEWEST YOU CAN BUY IN ALL 5 OF THESE WAYS?

Whatever You Intend to pay for your car, there's one place you ought to go *first* when you start shopping. It's the place where *more* of today's new values and better values are ready for you to try out than anywhere else you can go. The place is your dealer showing the 1954 Plymouth, Dodge, De Soto, Chrysler and Imperial cars. And here's *part* of what you'll find! . . .

● *America's foremost powerplants . . . from the sparkling Plymouth Powerflow to new V-8's which for the first time bring airplane engine principles of power and performance to the motor car buyer. This hemispherical combustion chamber engine has broken more records for stock-car performance and stamina than any engine ever introduced before . . .*

● *PowerFlite, a wholly new automatic, no-clutch drive, so smooth, and so swift that its action will at once stamp "yesterday" on any other automatic transmission you may have tried . . .*

● *Power Steering that works full-time, not part-time, giving an easy yet steady new sense of control and command that's entirely different from and far superior to the off-and-on versions offered on some cars today . . .*

● *Safety-Power Brakes, proved by 5 years of owner use, which excel all others in their smoothness, sureness, long life and safety . . .*

● *A new, true all-road ride made possible only by the invention of amazing Oriflow, an entirely new and far more powerful type of shock absorber . . .*

● *In addition to these 5 great new features, here you'll find a whole range of new cars, each having many dollars' worth of built-in values and features which other cars either do not offer at all, or offer only at extra cost . . .*

Values like these do not exist in any other group of cars . . . and they are values you can clearly prove to yourself. And it is also a fact that you'll find the men who sell these cars ready and willing to talk the best possible trade-in terms and arrange the best possible payments. Doesn't it make sense to start your new car search right here?

Drive Them! Price Them!

WONDERFUL THINGS KEEP COMING YOUR WAY FROM

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

products of
**CHRYSLER
CORPORATION**

Fall's Bumper Crop of Jumpers



DAYTIME LINEUP of jumpers includes tweed wrap-around and shirt with big collar (left, Carolyn Schnurer, \$50), Irish tweed (\$35) and wool jersey blouse (\$10, both Glen of Michigan), velveteen (\$30) and cotton shirt (\$10, both Haymaker) and felt (\$18) with striped jersey blouse (\$10, both Casino Classics).

HIGHLY ADAPTABLE STYLE HAS GROWN UP FROM SCHOOLGIRL STATUS

The jumper dress, long a staple for schoolgirls and smaller children, has this fall been promoted to a more sophisticated style level, becoming a fashionable new work horse in U.S. wardrobes. Still primarily a youthful fashion, jumpers are available in all price brackets, are designed with full or slim skirts and are made of tweed, flannel, felt and velveteen. A style which developed in America during World War I, the jumper is a sleeveless dress which is worn over a sweater or blouse by day. Its unique feature, which makes it more useful to the wearer and more interesting to her escort, is that by night the sweater or blouse can be removed and the jumper worn as a bare-armed, scoop-necked outfit by itself (next page).



MINUS THE BLOUSES, same jumpers as on previous page are stylish enough for evening wear with open shoes and such trimmings as dangling gold ball earrings (left, Napier, \$10), blue fox scarf (Fur Fancies, \$70), multiple strings of pearls (Richelieu, \$6-\$13 each), and giant rhinestone earrings (Kramer, \$10).

W

Ham never was so tender and mild until Wilson made it that way. Wilson created the modern ham for the modern American taste. And nobody yet has matched the wonderful Wilson flavor. Try a Wilson Ham soon, and see what a difference there is.



It's hard to wait when it's
WILSON HAM

Right you are
right now in...

The New '55 Softone Look

Here's a preview of the most exciting trend in men's fashions today! The new '55 Softone Look!

It's a completely new approach to color harmony. The soft muted tones of these Arrow Shirts with cleverly harmonizing Pocketchiefs and Ties, look wonderful with any suit—and particularly smart with the new darker suitings.

The shirts, in fine oxford or luxurious broadcloth, are typically Arrow in styling—with your choice of just about any collar model. "Sanforized"-labeled.

The ties are all-silk Arrow Repps at \$2.50. Pocketchiefs, \$1.50.

ARROW

Softone Ensembles

by Cluett, Peabody & Co., Inc.



SUSSEX-B.D.—soft, spread, button-down collar, \$5.00.



RADNOR-E.—soft, round collar with eyelets for pin, \$5.00.



COPLEY—soft collar with regular length points, \$5.00.



ARDSLEY—low-band, non-wilt collar, medium points, \$5.00.



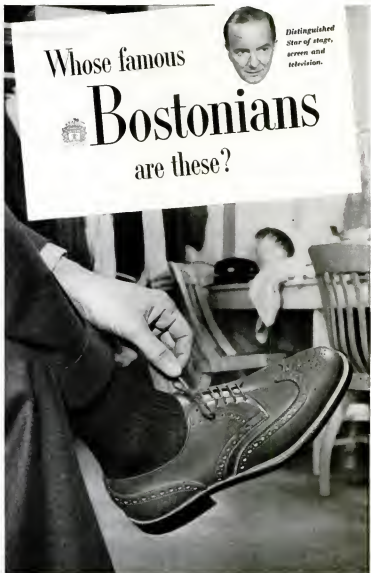
RADNOR-B.D.—soft, round, button-down collar, \$5.00.



DOUBLE OUTFIT consists of corduroy jumper and "blouse" (Roldie Reid, \$29) which is actually whole dress with full skirt.



JUMPER'S UNDERPINNING, a cotton dress, makes separate outfit. It also buoys out skirt when pieces are worn together.



#5362—BOSTONIAN ARDMORE, Puritan Veal Wing Tip Blucher Oxford.

They're true stars—outstanding performance in every pair!

See "*The New in Bostonians*"—and you'll know at a glance these shoes are the stars for Fall! The rich-looking leathers gleam with quality. Every detail, every stitch is perfect! And the original designs show the signs of true shoe craftsmanship. No wonder stage and TV star MAURICE EVANS gives them top billing! Most styles \$16.95 to \$24.95

The man who sells Bostonians® is making friends for life



#801—TOM-TOM, Golden Harvest Authentic Moccasin.
#5265—ARDMORE, Brown or Black Calf, U-Wing Tip.

Bostonian Shoes, Whitman, Mass., Shelton, U.S.A.

THE RED SPECTER THAT HAUNTS ITALY

Here is why, despite great postwar economic and social comeback
in land of St. Francis, Communist power is a threat to free world

by EMMET JOHN HUGHES

THE story of the Italian people for 2,000 years has been unique in majesty, in misery and—hence—in mystery. From no other nation has the West heard such a succession of stirring songs of greatness—the martial air of Imperial Rome, the mighty hymn of the medieval Church, the chorus of genius that was the Renaissance. Yet no other people in modern man's memory has suffered more bloody and wearying dissension—leaving the triumphs and talents of a few to shine with fierce brilliance against the background of the poverty and pain of so many. No other nation has, in effect, thrice ruled the world—once in government, once in religion, once in art. Yet scarcely another great nation has so helplessly become a mere mirror to the conflicts dividing the wide world. Such are some elements of the mystery that Virgil's country of "eternal spring" leaves to history.

To statesmen and diplomats, however, the riddle of Italy today assumes sharper and more urgent shape.

The elements of this riddle can be simply stated, for the essential marks of Italy in this mid-20th Century are clear. Economically Italy enjoys greater productivity and wider prosperity than it has ever known before. Socially it has just witnessed the first serious effort in land reform in its history. Religiously it remains the proud capital of the Catholic world. How then could there come to life a Communist party more massive than any outside the Soviet Union and Red China?

The answer to this riddle can be read only in the history of the strange decade Italy has known since the fall of fascism.

THE story begins on a day in the last week of March 1944 when a U.S. transport plane from Algiers touched down at the airport outside freshly liberated Naples. From the plane stepped a stocky, middle-aged man dressed in neat, dark coat and suit. His brown eyes blinking with intelligent excitement behind horn-rimmed glasses, he wore the benignly inquisitive air of a visiting professor entering a strange campus. Alias "Emmedecoles," alias Mario Correnti, alias Ercole Ercoli, this was Palmiro Togliatti, 51, returning home from 19 years of exile, master of Italian Communism.

The temper of that moment determined much of the whole decade to follow. Thousands of Communist partisans were among the stoutest antifascists then fighting through the valleys and villages of the Apennines.

This fact alone made it politically inevitable that Togliatti should win a cabinet post in the new Italian government; Communists were to remain thus ministerially enthroned for three years. No sly Soviet agents but responsible Allied military officers acting under instructions from Washington and London installed the ablest Communists in the city councils and mayoralties of hundreds of Italian cities; for was not Communist party membership the surest test of "antifascism"?

Upon the stage thus set by Anglo-American military need and political illusion, the stocky, bespectacled man was ready to play his central role with trained and telling skill. Palmiro Togliatti's made-in-Moscow formula was electrifyingly simple: a well-behaved, law-abiding Communist party, big enough and smart enough to use democracy's methods to bring democracy's death. There was to be—as a startling beginning—no clash with the Western allies, no fiery agitation favoring a republic, not even any disparaging of the monarchy. Veteran Italian Communists were stunned. But as one of them told me years later, "We thought he might be mad. He was simply wise. He kept us from precipitating things that would have invited the Western allies to do to Italy what they have done to Greece. Compare the Communist parties of the two countries today."

This opening scene set the tone and spirit of the program to follow. The formal economic program of the first postwar party congress contained as much Marxist menace as the most recent policy statement of the National Association of Manufacturers, its four key points being: 1) "monetary stability," 2) end of "useless wartime restrictions" on the economy, 3) lower costs to better the "competitive capacity of Italian industry" and 4) maximum possible employment.

For the rest of its program, the party has assembled, over the years, a unique collection of disarming retorts to all conventional anti-Communist charges. *Anti-religion?* Only a few weeks ago Togliatti recited to cheering delegates at Rome's Provincial party congress all the "points of contact" shared by his comrades with the Catholic world: fear of atomic weapons, pity for the poor, grief over capitalist excesses, longing for peace, sympathy for all oppressed colonial peoples, all equal in the eyes of God and the Kremlin. *Anti-private property?* With an air of injured innocence, Togliatti has earnestly protested: "We Communists believe in small



WITH ALL THE OUTWARD RESPECTABILITY OF AN

agricultural holdings and private property. Can one imagine an Italy without small landowners?" . . . *Anti-patriotism?* To all charges of subservience to the Soviets, the Communist press has its standard rebuttal: "Has it been the Soviet—or the American—government that has threatened economic retaliation if our election results displease? Are those Soviet—or American—warships anchored in the Bay of Naples?"

Late in March 1947, I witnessed in the Italian parliament what probably has been one of the most adroit political performances of Togliatti's Communism. Up for debate was the bitterly disputed Lateran Treaty of 1929 between Mussolini and the Vatican, which declared among other things: "The Roman Catholic religion is the only religion of the state." Suspenseful galleries—in large part a colorful priestly checkboard of Jesuit black, Franciscan brown and Dominican



ESTABLISHED CONSERVATIVE PARTY, COMMUNISTS LISTEN RAPPLY TO TOGLIATTI AS PHOTOGRAPHER GENE COOK CATCHES THEM IN ROME DISTRICT MEETING.

white—were braced for a wild battle on the floor below. When the late Christian Democratic Prime Minister de Gasperi had finished his earnest argument reaffirming the treaty, Togliatti, in his quietly insinuating tone of patient reasonableness, delivered the Communist reply. He thanked the Honorable de Gasperi for having noted that 45,349,221 out of Italy's 45,526,750 people were "Catholics"—since these figures conclusively demonstrated that most of the four million Communist votes in the last election were cast by members of the Church. With pious outrage he reminded the Christian Democrats: "The Catholic conscience is not a monopoly of your party." Solemnly he concluded, "Faithful to the dogma of proletarian unity, we do not want any conflict opened between Communist and Socialist workers on the one hand and Catholic workers on the other." And so the Communist parliamentary bloc

voted solidly in favor of state recognition of Catholicism: Christian Democrats, stout gladiators all, were left to stand brave and alone in an arena where no beast appeared; and near me in the gallery, the representative of the Vatican's *Osservatore Romano* ground his teeth in such rage that he lost a gold filling.

A decade of such Communist behavior has served purposes more serious than mere show of parliamentary cunning. First: from the outset the way was opened to participate in the government at least for long enough to allow deep Communist infiltration (and the three years 1944-47 served amply). Second: no crude Soviet tactics were allowed to disrupt the action pact binding the Socialist party of Pietro Nenni to Communist policy. Third: no act or doctrine was allowed to impede the Communist drive for strength in the deeply Catholic south (and in seven

years, in an area so alien as Sicily, the Communist vote has climbed from 7.9% to 21.8%). Finally: the party—above all—has had to be free from any legal hindrance to perfect its political machinery. The power of that machinery was measured—to the dismay of the Western world—in last year's national elections: 6.2 million Communist votes (1.8 million more than in 1946), plus 3.5 million votes to the Socialist party of the obedient Nenni, for a combined 35.5% of the electorate. In rude political terms, the Communist left thus had struck to within about one million votes of national power.

THE men whose diligent toil has forged this strength have their headquarters in a solemn red stucco building on Rome's Via delle Botteghe Oscure. It is but a short block from the great baroque church of Gesu, the first church of the Jesuit order, the burial



AS HOURS OF ORATORY DRAG ON AT RED MEETING, TOGLIATTI LISTENS, READS HIS PAPER—AND SHOWS EFFECTS OF SICKNESS AND ASSASSIN'S WOUNDS

ITALY CONTINUED

place of St. Ignatius Loyola. And the men in the big red building work with a fervor rarely witnessed in the Christian world since Reformation and Counter Reformation.

The strongest and ablest of these men deserve to be known at least by name to all who care what happens in Italy. There is 51-year-old Pietro Secchia, the burly vice secretary in charge of party organization who years ago defined his goal: "A Communist section for every church tower in Italy." There is 54-year-old Luigi Longo, also vice secretary; tall, dark and sullen, a veteran of the Spanish Civil War's International Brigade and onetime deputy commander of Italian partisan armies in northern Italy; today he commands the party's paramilitary underground. There is 61-year-old Giuseppe di Vittorio, the steel-jawed boss of some 3.5 million workers in the Communist CGIL trade union—the utterly indispensable political militia of the party.

Towering over these aides—and all the 360,000 Communists who hold some kind of office in the party's labyrinthine bureaucracy—there remains always and alone the figure of Togliatti. He was born in Genoa on Palm Sunday 61 years ago of poor and pious parents who baptized him Palmiro in honor of the holy day. His father was a lowly paid government bookkeeper and his early years were lived on a street of Genoa aptly named the Via Albergo dei Poveri. A scholarship helped him through Turin University (where his studies included ecclesiastical law and where he once delivered a lecture on the Twelve Tables of Moses to priests of the university seminary). By 1921 his ambition had turned from law to journalism, his politics from socialism to the newborn Communist party. Jailed twice by the Fascists, he fled to France to escape the wave of arrests in 1926; his own talent and the liquidation of so many of his colleagues made him now the top Italian Communist at large. The years of conspiracy and exile that followed have been summed up by *Pravda* as "18 years in Moscow," but the tireless young revolutionary was in fact moving all over Europe: Paris (to cement French Communist ties with Moscow), Brussels (to organize a congress denouncing the invasion of Abyssinia), Madrid (where he narrowly escaped death in the closing weeks of the Spanish Civil War). Back in Moscow, Togliatti was charged with the Comintern's Mediterranean section, daily broadcast over Radio Moscow to the Italian people during World War II.

In neither person nor speech does Togliatti suggest the dictator. His oratory is even and undramatic, tightly reasoned and softly spoken. (His favorite sources for quotations include Dante, the Bible, Abraham Lincoln.) In Moscow he won nicknames as "The Professor" or "The Lawyer." Too intelligent not to have feared or scorned some of what he saw of Soviet Communism, he has long since become the Communist careerist who can smother all doubts with the practical question he used to ask ex-Communist Ignazio Silone: "How do those who have broken away from the party end up?" So he remains steadily on course, untroubled by heresy, calm in crisis. In July 1948, when his would-be assassin at the doors of parliament fired three bullets into his chest and neck, he stoically advised the Communist deputy helping him onto a stretcher, "Be calm, be calm. Don't lose your head." When French Communist Jacques Duclos was arrested for his role in Paris street demonstrations, "The Lawyer" murmured unsympathetically to some visiting French journalists, "Far be it from me to criticize . . . but I do think it useless to risk the future of the working class over street incidents."

Today the leading Communist of the Western world has changed a bit from earlier years. The assassination attempt

permanently injured one lung; the wounds encouraged the onset of diabetes. Then in 1950 came a near-fatal automobile accident requiring delicate brain surgery. Since then he consents to a month's summer rest in the mountains, rations his once fabulous energy more prudently. Security precautions have tightened too, and few of his closest aides know where he is living at any time. He reads voraciously, tries often to see a Sunday football match, occasionally bowls or plays a card game called *scopone*. Still, he has taken a new mistress, the while leading his party to the summit of its power.

The political machine designed by Togliatti and his dedicated men has but one true description. It is a state-within-a-state: complete, self-contained, astonishingly near sovereignty. The government of this Italian Communist state (see chart page 98) signifies the traditional Communist cell system applied on national, regional and local levels with a passion for tight personal control. The intensity of this passion reveals itself most plainly in the roles assigned the 139,781 "collectors" charged with the groups of 10. Pietro Secchia has described the collector as "the fundamental link in the chain of the party." At the last party congress he carefully defined the collector's job: "to summon his comrades to cell meetings, to check their reasons for absenteeism, to ensure that they have tasks to do and that they are done. He must watch if his comrades read the party press, pay their dues, study, take active part in the union and in other mass organizations. He is charged to know, to know personally, for example, why Enrico no longer wants a party card, why Francesco has not yet renewed his or 'who is this Mario' who has asked to enter the party."

Government is, of course, only a part of a state and this Communist state has all the rest. Here are all the emotional paraphernalia of "statehood": flag, anthem, history, lore and heroes. Yet more substantial are what the party calls parallel organizations—the myriad institutions of which human society itself is made. A typical province boasts not only the unions of workers, the cooperatives, the youth and women's organizations, the party press—but also legal aid service, sports, veterans' organizations, and blood donors—all Communist planned and directed.

More intensely than even the average modern state, Italian Communism broods over the training of its future citizens: today one of the top tasks of the party is that of communizing the Communists. Three national schools (at Como, Bologna and Rome) offer functionaries intensive courses averaging six months in length. A network of local schools teach less exalted local officials how to make speeches, heckle enemy rallies, make social contacts on trains or in cafes. Tens of thousands of correspondence courses are taken by the humble

faithful to learn the catechism of the Communist creed.

The key purpose of these schools is more psychological than doctrinal: to inspire an attitude of *vigilanza rivoluzionaria*. As a party text says, "One obstacle that must be destroyed is that sentimentalism which makes a comrade say: how is it possible to suspect a friend, an old comrade? . . . Every Communist must know the party comes before every bond of affection and friendship." To rule the most elemental thought processes, all Communist schools scrupulously teach a special vocabulary scarcely comprehensible to the uninitiated: "to responsabilize (*responsabilizzare*)" means to determine political responsibility; "to calendarize (*calendarizzare*)" means to plot the time to be devoted to each party activity; "to make a broad action (*fare un'azione larga*)" means to try to persuade the enemy; and "to touch the women (*toccare le donne*)" means to carry a propaganda campaign to the wives and daughters. All such learning is absorbed in an atmosphere



TRAINEES for top Comintern job met in Moscow in 1935. Togliatti sat in the front row, center. Other students did well too: Klement Gottwald (standing, left) became Red boss of Czechoslovakia; Wilhelm Pieck (standing, right) heads East Germany; Georgi Dimitroff (seated, left) was the Red boss of Bulgaria until his death in 1949.

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RECREATION HALL where workers sip aperitifs beneath propaganda mural is part of Milan's

Communist social center. Showpiece of Red paternalism, center has apartments, café, music room.

BELIEVERS' REWARD:

The Italian Communists' state-within-a-state flourishes nowhere more impressively than in the great northern industrial center of Milan. In recent decades the Milanese worker has listened to, and sometimes heeded, the blandishments of fascists, monarchists and Church, but always he has remained the victim of poor living conditions, low wages, inadequate education, scant medical care and inefficient local political administration. To each of these the Communist party has provided a pat and often convincing answer, as these photographs taken for *LIFE* by James Whitmore show. The Red answers include a flashy cooperative housing project, forceful labor unionism, cooperative



WORKERS' WALTZES are regularly given. Here members dance to accordion, piano, guitar.

ITALY CONTINUED

heavy with the incense and ritual of "self-criticism," which means public confession. The rite is repeated in every classroom; students are regularly called upon to accuse a comrade who is present of evidences of *deviazioni* shown in some casual private conversation; the accused responds with a confession whose worth is measured by the tone of humility observed; finally full pardon is granted by the *collettivo* to the penitent.

How is this Communist state financed? The declared annual expenses of the Central Committee alone average about \$2.5 million, but the total cost of national operations, year in and year out, reaches a sum of about \$45 million. (The U.S., 20 times richer, scarcely spends that much on all its political activity, national and local.) Taxes are heavy. They begin with the membership cards selling for a dime and the monthly stamps sold according to the citizen's income. All Communists holding jobs in mass organizations that are outside the party are expected to donate as much as one third of their salary to the cause. Communist members of parliament contribute nearly \$1 million annually. A kind of corporation tax is collected in the form of contributions from firms engaged in East-West trade. Still more

important is the party's own commercial network: ownership of hundreds of cooperatives, concealed holdings in numberless business enterprises. Finally, there is the immensely lucrative "kickback" system on contracts awarded by Communist-run city governments. If all this fails to meet the budget, there remains the diplomatic pouch from Moscow—the Soviet "Marshall Plan" that has no cutoff date.

Schools and taxes, courts and confessionals, lectures and dances, football and blood-donating—there is a full life for citizens of the Communist state. For thousands this is a more intimately exciting life than any enjoyed by their fathers in pre-Communist Italian society. Into the remotest mountain villages accessible only by mule track, into the dirtiest dust-choked town of impoverished Calabria, the tireless party missionaries carry the gospel with all its symbols and promises of salvation, and with a new fraternity, a stirring strength, a vague but exhilarating hope of being able to move history itself.

HOW could all this have come to pass in Italy? One man is singularly qualified to suggest an answer. "There are three secrets to our success," Palmiro Togliatti once remarked. "The first is history. The second is ability. The third is our enemy's mistakes."

This crisp lecture by "The Professor" is dispassionately accurate.

SENSE OF BELONGING

stores, a party-run school, a medical clinic and finally, where the party has gained municipal power, local administration that looks, from the outside at least, clean and efficient.

But, Hughes writes, as important as all of these material answers themselves is the fact that the members enjoy them *together*. For the party offers, to tens of thousands, a new sense of belonging. One word permeates its gospel: *we*. "We have won 143 seats in Italy's parliament. We have given warning to the American warmongers. We have toppled the reactionary French cabinet. We have won city elections in the south. We have struck for a living wage in the north. We have captured Dienbienphu."



FREE LECTURE interrupts dance at left. This one is on the Peoples' sports program in Hungary.



PROLETARIAN ART in the land of Giotto and De Vinci is discussed by workers visiting studio of

Communist Painter Gabriele Mucchi (foreground). Painting depicts worker bidding his wife goodby.



DAY SCHOOL is operated for offspring of Communist parents who can afford the tuition of \$96.



WORKOUTS are also sponsored by party. Here Red soccer players exercise in a party gymnasium.

History indeed ranks as first cause, and the fascist decades alone explain much of the strange tragedy. They explain above all the trembling uncertainty of Italian parliamentary government today. In an assembly of 590 deputies, only a few major party leaders ever have had occasion to learn even how to draft a resolution or how to deliver a coherent speech from the floor. In such a parliament, trained Communist tacticians can almost throttle government itself by ingeniously prolonged debate on routine budgets, by wordy but wily polemics on an endless list of fancied grievances.

Out of the fascist night, too, came that darkening fear of police power which has made Italian democrats so pathetically shy of stern anti-Communist action. This largely explains why Italy's democrats, over the recent years, have often seemed to fight Communism with all the ferocity of cornered rabbits. This helps to explain how, until a few months ago, the direction of the national radio was left to a known Communist. It explains how the national judiciary can include Communist judges who have enjoyed police raids on party offices.

But the history so thankfully cited by Togliatti reaches far deeper into Italy's past. This has been a schizophrenic society, part feudal and part industrial, one part harshly hierarchical, the other an economic jungle. Almost savagely stratified, this has been and remains a society

in which every year thousands of students sweat and starve to finish university, finally to find jobs as waiters and trolley conductors; a society in which (with a few healthy rural exceptions) the only regular association between classes is that which allows servants to bear illegitimate children. Such a society, shaken by the shocks of two world wars, could not fail to need and to welcome a tough, militant party of labor. This is precisely the role so swiftly seized by Togliatti's Communism. The party has no need to shout the cruder nonsense of Marxian dialectic, for it has captured and claimed for itself the sturdy socialist tradition so deep and defiant through all modern Italian history.

Yet more ancient is the simple, awesome *misericordia* of the Italian people: hunger, disease and that pitiful ignorance that Stendhal called "centuries of childhood." Here a population greater than France's lives from an agricultural area about two thirds the size of that of France. The world—and America in particular—has choked off the emigration which once allowed the escape of almost 900,000 persons in a single year (a total itself almost one half of all of Italy's unemployed today). Last year a parliamentary commission reported that 3 million Italian families could not afford to buy wine at 15¢ a quart, 4½ million did not taste meat once a year. I know a priest who spends



COMMUNIST BREAKFAST at party canteen is daily routine of Milan worker Giovanni Savoia (second from right). It costs 55¢; his Red newspaper costs 35¢.



CAPITALIST LUNCH is subsidized by Savoia's employer, Alfa Romeo, to offset such Communist benefits. But Savoia, a paint sprayer, remains in the party.

ITALY CONTINUED

much of his life among Roman workers, and he says: "What I hear brings tears from the heart. God and Christ? Of course most of them believe. . . . But you are Communist? Yes, Father, and do you know why? Because I want a family. I can afford the prostitutes once in a while, but not a family and children without steady work. The Church tells me to have the family, but will it pay the bills?"

There is spoken part of the answer to the question: how could all this come to pass in "Catholic" Italy? Another essential fact is that Italy is not quite so Catholic as it might seem. Polls and ecclesiastical records reveal, for example, such facts as: less than 10% of the professional class in bustling Milan regularly attends Mass; not more than one third of Rome's population goes to church on Sundays. Italy's priesthood is miserably supported by the people, and its numbers have been declining for more than 70 years.

History helps explain why the Vatican's forceful excommunication of Communists in 1949 struck with such relatively little impact in Italy. One need only remember when Italy became a nation in 1870: Garibaldi's "patriot" armies storming Rome's Porta Pia, the Pope becoming an angry "prisoner" in his enclave, Mazzini lashing the Vatican as "that gigantic ruin"—and the Pope excommunicating the heroes of Italian nationhood. The lusty political war between papal and secular powers in Italy has, century upon century, been vivid and exuberant: it was almost 200 years before any Reformation when Bernabò of Milan greeted papal legates bearing his excommunication by forcing them to eat the bulls—parchment, cords, lead seals and all.

All this is part of the history of his country that Togliatti, like any Italian, has sensed and, like no other Italian, has exploited. Today the Reddest region of Italy—Emilia-Romagna—generally fits a section of the once powerful Papal States, which could never command the lasting loyalty of the people.

Out of the full and furious sweep of 2,000 years of greatness and tragedy have come certain qualities of the Italian mood and character which a Togliatti can easily exploit. Born of the ages is Italy's peculiarly tolerant, worldly view of intellectual conflict. Not wholly unlike the Renaissance Pope who happily patronized pagan art is the modern Italian democrat who sees no reason why he should not have amiable relations with Communists, male or female, provided only that they are always *simpatized*. A people singularly free of any philosophic tradition comparable to the English or the German, Italians tend to abhor mere abstractions—especially words like "liberty" and "democracy." A pragmatic respect for whatever works encourages an allegiance to whoever wins or is likely to win. Sheer power is immensely persuasive: success can seem almost morally conclusive.

Against this historic background one can see the outline of what Togliatti cited as the other great source of Communist strength: "The enemy's mistakes."

Clearer of all is the irresponsible behavior of a conspicuous part of Italy's upper classes—aristocrats of land, wealth or title—who have met a time of matchless crisis with matchless cowardice. The jeweled glitter of the Roman world—its Via Veneto cafes and cabarets, racing Ferrari and Alfa Romeos, gowns by Zecca and Fontana—obsesses and blinds such people. Among them are some whose foolish cunning impels them to try buying political insurance by contributing to the Communist party. Among them, too, are some

industrialists who prefer to deal with Communists rather than free trade unions in their plants—for is it not the Communists who can cause the most damaging strikes?

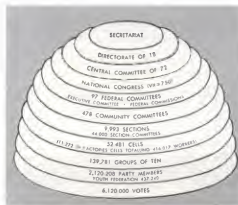
Such "leaders" of Italian society are probably beyond cure or change. Fortunately they no longer perfectly rule or typify the Italian business world. Although Italy has never developed a strong middle class and although Italian business has been more conspicuous for fostering good technique than displaying good morals, the latter are beginning to play a new role in business thinking. This fact has become sufficiently apparent to worry Communist leaders, one of whom recently lamented that some industrialists were introducing "new human relations" into their factories. There are, indeed, few things the party would fear so seriously as the emergence of a truly intelligent, competitive and responsible managerial class. Already some Italian industries, notably the textiles and Pirelli rubber, show such healthy marks, while generous capitalist paternalism—free hospitalization, company-paid vacations, low-cost housing—has been highly developed by industrialists like Olivetti and Marzotto. And among landed aristocrats (many of whom are not very landed any more) there do today appear men like young Baron Bettino Ricasoli, grandson of one of Italy's first prime ministers, who is the leader of a group of Tuscan landlords which has drawn up a plan to rehabilitate the countryside along modern lines. All such individuals and industries are new and striking contrasts to the heedless and witless rich of whom one Christian Democratic leader said to me angrily, "I know the place for these people—a clean, well-lighted cell."

Still at liberty to discredit and endanger Italy, these citizens were tersely described to me by a cabinet minister: "They will either pay some taxes—or give some contribution to a Democratic party in the government—but never both." This treachery helps to make the labors of Italy's Democratic center parties (Christian Democrats, Social Democrats, Republicans, Liberals) a wearying task. To match the Communist party's yearly resources of \$45 million, even the Christian Democrats rarely have as much as one tenth that sum, the Social Democrats rarely one hundredth.

In Milan, Italy's roaring industrial capital, the Social Democratic trade unions must operate on a monthly budget of \$800. In Rome a few weeks ago the Liberal party headquarters was threatened with confiscation of its typewriters if it did not pay its phone bill. These are pitiful problems to oppress the minds of men struggling to make Italy a land of freedom and progress.

But the anti-Communist failure—the democratic "mistake"—in which Togliatti has been able most to rejoice has been far deeper and sadder than all these. It has been the shallow notion that economic reform alone could thwart the Communists. This strange notion is part of the materialism of modern democracy and its impotence would be laughable if it were not tragic.

The failure of "economics alone" to curb Communism can now be seen across Italy. It can be read through all the south of Italy: hundreds of thousands of hectares have been distributed under Italy's first great land reform—and the Communist vote has climbed without respite. No region of Italy numbers more independent, prosperous farmers than Tuscany—and its postwar record of Communist support is perfectly unbroken. As an American economist sadly summed up the scene, "The trend is good. The situation is terrible."



PARTY HIVE, tightly centralized and rigidly controlled, is built up from the bottom on the basic groups of 10 members, kept in line by a "collector" who watches them, indoctrinates them and, above all, makes sure they pay dues.



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and 5.95. 3. Scallop-dot trimmed jersey shirt, 3.50 and 3.95; pleated flannel skirt, 3.95 and 5.95. 4. Striped-edge jersey shirt, 3.50 and 3.95; matching flannel swing skirt, 3.95 and 5.95. No difficult-to-manage fastenings on Sacony shirts or skirts.

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The average female begins to demonstrate an interest in clothes about the time she first struggles to her feet. That she is motivated by more than vanity was explained this week by Sidonie M. Gruenberg, former director of the Child Study Association of America and editor of the long-awaited *Encyclopedia of Child Care and Guidance* (Doubleday, October pub.). Mrs. Gruenberg emphasized that clothes like these Sacony separates can contribute much to a child's emotional adjustment for the following reasons: They can safely be *washed* (though made of handsome wool fabrics), thus eliminating friction over accidentally spilled milkshakes. Because there are no fastenings of any kind, even



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small girls can have the satisfaction of dressing themselves. The jersey shirts allow a child complete freedom of movement. And the stretchable waistbands on the skirts, besides being comfortable, expand or shrink as the young wearer's figure changes, tending to alleviate painful self-consciousness. These waistbands also help to keep shirts neatly in place. Since the shirts and skirts have matching knit trimming, they achieve a planned rather than piecemeal look that makes a moppet feel as fashionable as her mother. And young customers who visit stores this week for a closer look at these outfits are invited to ask for a free Sacony bubble pipe. For store names write Sacony, College Point, N. Y.

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The crucial truth is that neither the psychological appeal nor the political power of the Communist party can be defeated, simply and automatically, by generous social legislation.

I recently spent a week in the depressed northern province of Ferrara. Here one sees the truth written large and clear.

Famed for its decades of Renaissance glory under the Este family, Ferrara today is a sleepy provincial capital of a little more than 100,000 population. The province was the most enthusiastically fascist of Italy. It is the second most enthusiastically Communist area today.

In Ferrara's city hall—the Este palace where Lucrezia Borgia happily confounded vicious Roman gossips by being a splendid mother and wife—a trim 41-year-old Communist woman, a former schoolteacher, quietly presides as mayor. Has land reform shaken the Communist party's strength? Not in the slightest. Her party has persuaded the province's *braccianti* (laborers) that 1) only Communist pressure exacted this meager help and 2) a Communist government would have been more generous... Why have not Christian Democratic leaders been able to counter this deceit in their propaganda? The truth is that land reform has cost them much of the means to make such propaganda—for indignant landowners are helping to punish Centrist parties by bankrupting them... But does not this poor provincial town's need for national help in building an aqueduct give the Rome government another kind of chance to prove its goodwill? Not at all. As a Ferrarese citizen sadly confessed, "It is very simple. If Rome helps bring water to that poor slum section our mayor will credit it to her administration. If Rome cannot find the money, it will be cited as proof that Ferrara is being punished for being Communist."

From the city's medieval gates, the flat land to the east stretches monotonously to the Adriatic, its below-sea-level surface neatly checkered with dikes and canals. Midway to the sea, two little villages give another quiet lesson in Red strategy. In one, Iolanda di Savoia, the *braccianti* average a high \$900 per year. In the adjoining one, Massa Fiscaglia, desperately poor day laborers struggle through the year with an average of \$250. Both areas are overwhelmingly Communist. The second is so in sheer desperation. The first is so because the local Communist organization efficiently ensures that no workers stray over from Massa Fiscaglia to depress local wages by competing for jobs. This sort of politics is precisely what Secchia meant when he told the last party congress:

"It is necessary that all our organizers make greater effort to take initiatives that are different and not everywhere uniform."

At the end of the flat road running east to the Adriatic lies a kind of Venice no tourist ever sees. Fifty miles south of Venice, the town of Comacchio is built Venice-style upon the water. Centuries ago it was settled largely by Oriental slaves fleeing Venice, and the population of some 20,000 today speaks a dialect unique in Italy. Comacchio is famous for having the nation's highest incidence rates for tuberculosis, chronic rheumatism and incest. When I inquired into the politics of this poverty-ridden town, a friend explained: "It is not quite Communist-controlled. It is too poor for the Communists yet to care much. Of course, given some help—work, maybe some decent homes—then the party will go to work and it will be solidly Communist for the future."

By the time that happens—if it does—to all the Comacchios of Italy, there will, of course, be nothing left to save in this land.

THE final paradox, at the end of this decade's history of this land of fabulous paradox, is this: no such Communist catastrophe is imminent nor even likely in the foreseeable future. How—in the light of Communist power and democratic failings—can this yet be so?

A little incident contains a telling clue. I know a Tuscan landowner who one day last year asked his foreman why he remained so stubbornly Communist: "You know as well as I do that if the Communists ever came to power, they would wreck most of what you love—your church, your freedom, your land itself." The swift "Communist" answer was: "Of course—but we count upon *signori* like yourself to see that no such thing happens."

The strange allegiance of such men as this explains a vast amount of Italian Communism's momentary strength—and its deeply abiding weakness. Such men vote Communist not because they seriously seek the Communist state—not simply to record an academic "protest" against national life in general—but because Communist strength has seemed *practically rewarding*. It has seemed to reward thousands who doubt whether, without the Communist threat, an Italian government would have ventured any kind of land reform. It has rewarded CIL workers who have found their union to be the toughest champion of better wages. It

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ITALY CONTINUED

has rewarded striking peasants who have no other organized leadership. All this signifies the precarious allegiance of expediency—and it explains the frenzied Communist effort to press its campaign to "Communist the Communists."

No less striking is the paradoxical truth that the very suppleness and cunning of Togliatti's Communism are measures of its central weakness. It would not have been necessary for Communist deputies to vote so slyly for the Lateran Pact—if Togliatti did not know perfectly well that he must sacrifice any Communist doctrine to avoid direct, total conflict with the Church. It would not be necessary for Togliatti to issue his shrewd yet preposterous tributes to private property—if he did not know that anything resembling collectivization would be hated and fought by virtually all Italians. All this denaturing of Communist doctrine has proved politically expedient and profitable. But it has proved even more profoundly that Communism still is incapable of making an honest and successful appeal to any free people. As Prime Minister Mario Scelba has said, "The cause of freedom is still in the hands of free men. Against six million Communist votes still stand the votes of 22 million citizens who have not voted Communists."

There are also, in this summer of 1954, sharper signs than have been seen for years of new wisdom and purposefulness in Italy's democratic leadership. These signs can be read accurately enough in the characters and roles of three men.

PRIME MINISTER MARIO SCELBA: A stocky, tough-minded 53-year-old Sicilian lawyer and politician, Scelba has been the target of the Communists' most savage and silly invective ever since, as Alcide



PRIME MINISTER SCELBA

Gasperi's minister of the interior, he reorganized the police into a force which the party has never dared challenge openly. Now six months in office he has been able—thanks in part to the support of Social Democratic Vice Premier Giuseppe Saragat—to weld Christian Democrats and other central parties into an effective alliance. Forcing Communists to vacate state-owned properties, driving them from administrative foxholes dug inside the government years ago, readying Italy's first tough tax-reform in decades, Scelba has given the national government a quality of



CARDINAL LERCARO

courage and coherence that seemed utterly absent six months ago. GIACOMO CARDINAL LERCARO: Gracious, tireless and intelligent, the Cardinal Archbishop of Bologna has, in the space of two years, become the most formidable opponent who Togliatti's lieutenants have ever met in this traditional center of Red strength. Zealously visiting the humblest villages and largest prisons and foulest slums in his province, Cardinal Lercaro has applied the precept: "If the people will not come to the Church, the Church must go to the people." Expanding his orphanages, building homes for the homeless, this prince of the Church has given Bologna's Communists a disconcerting lesson in Christianity—and their strength has shown its first signs of decline.

AMINTORE FANFANI: One of the last acts of the great former Prime Minister de Gasperi was to see to it that Fanfani, a 46-year-old Tuscan professor and politician, was elected secretary, and in effect leader, of the Christian Democratic party. Even if a heart attack had not tragically removed De Gasperi from the scene so soon, the selection of Fanfani would have been an excellent one. Fanfani is a worthy successor. Heading a Christian Democratic group known as Democratic Initiative, closely allied to the leftward-looking Catholic Action's youth, "young" Fanfani promises a party spurning political flirtations with the extreme right, appealing strenuously to Italian youth, pressing social legislation with greater force than the republic has yet known. But most important is the fact that Fanfani is keenly alive to the central failure of Italian democracy to date—the failure to fight Communism's political



SECRETARY FANFANI

CONTINUED ON PAGE 103



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ITALY CONTINUED

machine with an equally effective democratic organization. So obsessed is he with this clearly perceived need that he talks of "propaganda" and "activists" with an insistent fervor hitherto reserved to the Communists alone.

How can the U.S. help these men and the things for which they stand?

The actions which America can take *directly* are few and obvious. It will help to continue to place in Italy substantial offshore-procurement contracts. It will help to fulfill, at long last, the promised settlement of the Trieste territory. It will help to continue pressing to demand a reasonably anti-Communist performance on the part of the management of factories receiving U.S. contracts. It will help to continue reminding Italian democrats that they need not prove their expansive love of freedom by their tolerance of Communist penetration of their government. It will help to remind them—whether the advice pleases or not—that no amount of U.S. aid can buy them a reprieve from their own tough responsibilities, their own job of outfighting and outwitting the dedicated leaders of Italian Communism.

But probably the greatest help which the U.S. can extend to Italy lies in waging a more successful struggle against Communism generally throughout the world. It will be possible to expect and encourage unity, vigor and courage on the part of Italian democratic leaders battling Communism when the Western powers themselves display these virtues in the waging of their struggles.

Till such time of ultimate decision, it is well to remember, as Italy's prime minister has recalled, that Italy's people are still free, proudly and rather stubbornly so. And for all the habits of political life and thought that may perplex Americans, few of them will ever gladly yield that freedom, fewer still ever truly believe that Dante and Mazzini belong beside Stalin and Ehrenburg.

'The people will catch up with you'

VAGUELY but persistently, this knowledge troubles the confidence of more than a few loyal Communists. To one of them whom I know well, I once remarked that all their oratory and organization seemed strangely to have a fascist ring that might suggest an ultimate fascist fate. The Communist answered wryly, a bit sadly, "It is strange. Only the other day I had a long talk with a fascist I have known for years, and do you know what he said? He said, 'I feel sorry for you in a way.' He explained, 'You are just as sure that you are right as we were 25 years ago. I think you are just as sincere and just as full of grand plans. But you make the same mistake: you forget that you cannot make a society, at least in Italy, no matter how good your plan, without the people, without democracy. The people will catch up with you. Sooner or later. They always do.'" And my Communist friend sighed and lapsed into thoughtful silence.

There is lasting truth here. Sooner or later, it should happen: the people should catch up. It will probably happen when the United States and Western democracy—in political wisdom, precision of purpose and dedication of spirit—catch up with the Union of Soviet Socialist Republics.



ANTIDOTE to the Communist exploitation of poverty is the start which has been made on land reform by the Christian Democratic administration. Here, in the region of Calabria, the names of new landowners are drawn from boxes.



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DOUSING Bugler-Counselor Randy Collinson, grinning campers Neil Dobry and "Sparky" Kennedy give last day of camp an early start with watery dawn raid.

Boys Rule the Roost on Camp's Last Day

COUNSELORS GET SOAPED, SUNK

Eying their dauntless counselors as the last day of camp drew near, the boys at the YMCA's Camp Classen in Davis, Okla. gleefully catcalled, "Man, are we going to smear you." This was no hollow threat. On the day itself the camp directors held a farewell carnival and allowed the boys to bid for the right to play tricks on their elders, like plastering them with shaving soap or dunking them fully clothed in the lake. But before all the clamorous bids were in the campers popped up with some unpredicted high jinks of their own, soaking the camp's reveille blower and cajoling an instructor into shucking saddles and cooling off the camp's horses. When it was all over a wistful 10-year-old watched his counselor slosh back from a plank-walk dunking and called, "Do it again, do it again."



SMEARING Camp Director Maynard Blackwood with shaving soap becomes fair game for all campers who paid 25¢. Money went into a special YMCA fund.



FUN IN THE WATER includes a human fish net (above) by counselor-in-training Dick Crosley, who swam hard enough against the line attached to his belt to break the line after 48 minutes, and a horse aquacade (below) staged by the camp's riding class, who took their horses for a bareback swim in the lake.



"SPARKY" KENNEDY SAWS PLANK TO PLUNGE DIRECTOR TO THE DRINK





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For centuries the placid and prolific rabbit has been subjected to odd experiments, from observing blood in its translucent ears to the effects of hormones on its resistance to stress and strain. Recently Drs. Lucien Bavetta and Joseph Schurter of the University of Southern California found an even stranger use. They made up tiny braces and applied them to the teeth of two groups of rabbits. One group had eaten normally since

birth. The other lacked protein in infancy. In the first group, as the teeth moved, new bone grew around the roots to hold them. But in the second group the jawbone was damaged—revealing that the braces are harmful when diet has been poor. The discovery also made a funny picture. A rabbit with braces has to have its teeth brushed, and when this happens it looks just like *ings* Bunny, Doc, with a mouthful of trouble.

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